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HOW TO ENROLL

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CONNECT
Entrepreneur
Development

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W102-2002

Winter 2002

CONNECT Entrepreneur Development

CONNECT Entrepreneur Development is a joint effort between UCSD CONNECT and the Business Department at UCSD Extension. This program provides emerging technology companies and their executives with educational conferences, seminars, courses and unique programs to address issues such as financing, marketing, management, and customer relationships. All these programs will help define your company and bring it and you to the next level.



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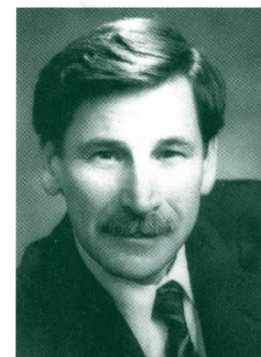
UCSD Extension is increasingly urged by individuals in the local venture capital and technology industries to participate more actively in the development of early-stage technology executives here in San Diego. Industry leaders perceive a somewhat sparse pool of managerial talent accustomed to the special challenges of the start-up/early stage firm in this community, and they fear that our economic development will be constrained until that pool is enlarged. CONNECT Entrepreneur Development was formed to meet this challenge.

Please visit us at www.connect.org or contact CONNECT Entrepreneur Development at connected@ucsd.edu for more information.

How to Start and Finance Technology Companies

This course examines the components that affect the founding, survival, and success of a new business venture. Topics include formatting a new business idea, raising capital, building a management team, finding corporate partners, understanding intellectual property issues, preparing market introductions, and creating value. In addition to lectures and presentations, some sessions feature guest speakers who are San Diego's leading high-tech and biotech entrepreneurs. Participants focus on learning how to think about starting and operating a high-tech company, including how investors evaluate technologies and analyze investment opportunities.

Instructor: Ken Olson
Section: 033244-3037
Time: Thursday 6:00-9:00 p.m.
Date: Jan. 10-Mar. 14 (10 mtgs.)
Location: Rm. 116, UCSD Extension Sorrento Mesa Center, 6925 Lusk Blvd., San Diego
Credit: 3 units in Business Administration
Fee: \$395. No refunds after: Jan. 23.



Ken Olson has accumulated almost 100 board-years of experience as a corporate director. He is currently a member of five boards of directors in San Diego for companies involved in pharmaceuticals, telecommunications, medical devices and consumer products. He is an active private investor in thirteen small San Diego companies. Ken started his first successful technology company at age 25, following this with over 30 years experience as a CEO.

While CEO, he has taken two companies public and directed various financing and merger activities. He teaches a class on "How to Start and Finance a High-Tech Company" at UCSD and at the University of Hawaii. He has been named San Diego "Entrepreneur of the Year" in 1993 and "Director of the Year" in 1995.

Best Practices in Entrepreneurship/Intrapreneurship

new This course exposes participants to the business practices of San Diego's most successful entrepreneurs. Designed for anyone interested in building new value within their existing company, or in establishing a new venture, each session of this course presents case studies in a topic essential to the success of entrepreneurial efforts from the perspective of well-known San Diego executives. Students participate in discussion with these executives, and consider their own business practices in relation to the experience offered. Common topics for discussion are creating a successful team, effective planning, persuasion and influence, leveraging relationships, managing passion, managing rapid growth, and avoiding financial and legal pitfalls. Check <http://connect.org/programs/edconnect> for specific speakers and topics. **NOTE:** Students are encouraged to take "How to Start and Finance Technology Companies" either before or simultaneous to this course.

Section: 033077-3037
Time: Wednesday 7:00-10:00 p.m.
Date: Jan. 9-Feb. 13 (6 mtgs.)
Location: Rm. U413-1, University Center, UCSD
Credit: 2 units in Business Administration
Fee: \$295. No refunds after: Jan. 22.

Technopreneurial Marketing

new The course is appropriate for people starting a new company, buying an existing business or joining a small, high growth venture. This is not a course in how to start a new venture, write a business plan or manage day-to-day business operations. The focus is the intersection of three dimensions: high-tech, start-up and marketing. The course is pragmatic rather than theoretical; it is designed to prepare you to solve marketing problems likely to be encountered in a high tech, high growth business. Topics include: 1) Entrepreneurial approaches, 2) Recognition and evaluation of opportunities, 3) Strategic high-tech marketing maxims, 4) Tactical marketing problems and solutions and 5) Sales and sales management. Particular attention is paid to practical, cost effective "guerrilla" marketing techniques. This is a hands-on course. Learning is accomplished in an interactive class framework based on actual case studies, team exercises, class presentations as well as individual and team projects. Active participation in this course will provide you with the knowledge to be more successful in high-tech entrepreneurial ventures, but it doesn't come easily. You must attend the class sessions (these are not lectures) and come prepared. Plan on a minimum of 3-4 hours of outside class preparation, sometimes more when presentations or projects are due.

Instructor: Michael Lutz
Section: 033075-3037
Time: Wednesday 7:00-10:00 p.m.
Date: Jan. 9-Mar. 13 (10 mtgs.)
Location: Rm. 3050A, York Hall, Revelle Campus, UCSD
Credit: 3 units in Business Administration
Fee: \$395. No refunds after: Jan. 22.

How to Develop a Business Plan

new This course takes a hands-on approach to writing a business plan. Students will learn business plan basics such as: what should be included, how various sections should be organized, and what a good business plan should look like. Many times it's your business plan that creates your company's first impression. In fact, much, if not all of your business success is at stake when you present your business plan. Though no one can guarantee that at the end of this course your business plan will allow you to obtain the desired funding for your entrepreneurial idea, you will be well on your way toward success.

Instructor: Michael Green
Section: 033071-3037
Time: Monday 6:00-9:00 p.m.
Date: Jan. 7-28; no mtg. Jan. 21 (3 mtgs.)
Location: Rm. 127, UCSD Extension Complex
Credit: 1 unit in Business Administration
Fee: \$195. No refunds after: Jan. 16.

CRM for Emerging Technology Companies

new Managing customer interactions consistently and efficiently is a critical recurring "moment of truth" for every emerging company. The goal of Customer Relationship Management (CRM) is to harness fragmented information, automate business processes, and create cost effective solutions to provide the ideal customer experience. In this course participants become familiar with key elements of CRM, understand how to design and build a successful system, and consider how to respond as the business needs change.

Instructor: Darren Gooding; Uday Ghatikar
Section: 033067-3037
Time: Monday 6:00-9:00 p.m.
Date: Feb. 4-25; no mtg. Feb. 18 (3 mtgs.)
Location: Rm. 127, UCSD Extension Complex
Credit: 1 unit in Business Administration
Fee: \$195. No refunds after: Feb. 8.

Marketing Strategies for Emerging Technology Companies

new Building a successful technology company requires more than having a cool new technology. To be successful, you need to sell your product to customers. In this short course, you will learn how to target the right customers, own the entire customer experience, develop the right processes and infrastructure to allow them to help themselves, and how to build your brand—even more important today for a technology company which must differentiate itself from the fray. While these concepts sound simple, implementing them successfully has implications for the entire organization—how you develop your value proposition, business model, technology infrastructure, customer acquisition and customer retention programs, branding and long-term relationship management.

Instructor: Barbara Bry
Section: 033064-3037
Time: Monday 6:00-9:00 p.m.
Date: Mar. 4-18 (3 mtgs.)
Location: Rm. 127, UCSD Extension Complex
Credit: 1 unit in Business Administration
Fee: \$195. No refunds after: Feb. 27.

Intellectual Property for BioTech Companies

new Intellectual property rights, particularly patents, are the key assets in building value for biotechnology companies. This three-session course will first focus on patents, the primary intellectual property in the industry. Issues to be covered include what types of biotechnological subject matter can be patented, what are the requirements for an allowable patent application, and how the patent office examines applications. In addition, this course will consider strategies for capitalizing on your proprietary rights, including licensing and litigation.

Instructor: Cathryn Campbell
Section: 033073-3037
Time: Tuesday 6:00-9:00 p.m.
Date: Jan. 15-29 (3 mtgs.)
Location: Rm. 151, UCSD Extension Complex
Credit: 1 unit in Business Administration
Fee: \$195. No refunds after: Feb. 11.

Instructor Profiles

Barbara Bry, MBA, vice president of business development, joined Proflowers.com in April 1998 as a member of the founding management team and currently spearheads initiatives related to both online and offline partnerships. Bry was also a co-founder and director of ATCOM/INFO, the leading provider of Internet and e-mail services in public locations such as hotels, airports and convention centers. Bry received a B.A. degree in sociology from the University of Pennsylvania and a MBA in business administration from Harvard University.

Cathryn Campbell is a founding partner of Campbell & Flores LLP, a law firm specializing in biotechnology intellectual property. She holds degrees from Wellesley College, (B.A. Biological Sciences), the University of California, Davis, (M.S., Ph.D. Population Genetics) and UCLA (J.D.). Over the past 20 years her practice has focused on issues unique to the biotechnology industry, particularly those pertinent to patent prosecution, portfolio strategy and licensing. She represents biotechnology companies, from the earliest stage through initial public offering and numerous non-profit universities and institutions. Ms. Campbell has published and lectured extensively on both science and law and was named one of the top patent attorneys in California by the California Law Review.

Uday Ghatikar is manager of Sales Engineering at Kana Software. He holds a M.S. in Computer Science, B.S. in Computer Engineering, is author of Novell Netware 386: "A Users Perspective" and has taught several courses on technology and business process documentation. He has been professionally involved in CRM for the last 6 years.

Darren Gooding a software consultant specializing in Customer Relation Management and Networking. He has extensive experience in development and implementation of CRM solutions for High-Tech companies. Currently District Manager for Kana Software.

Michael Green is Vice President and C.F.O. of Symbiotics Corp. and former Senior Manager of Price Waterhouse. He has assisted entrepreneurial companies in business planning, initial public offerings, and raising venture capital. Coauthor of Taking Your Company Public.

Michael Lutz a physicist turned entrepreneur received a BA from UC Berkeley in physics, Ph.D. in the physics of fluids from MIT, and an MBA from Stanford. Ten years at the Hughes Research Labs, and two years at Lawrence Livermore Labs Raychem Corporation. Started GammaLink (PC-FAX modem) grew company to \$10 million in annual sales. Has taught in Europe and National University of Singapore.

How to Manage an Early Stage Biotech Company

new After you develop the initial technology and decide to start a company, what do you need to do? This six-session course will cover the operational and strategic fundamentals including partnerships and collaborations, licensing, the drug approval process, facilities, establishment of a scientific advisory board, and managing the entrepreneurial scientist. This course is designed for executives and managers in early stage biotechnology companies. Guest speakers will include leading executives from the San Diego biotechnology industry.

Instructor: Cathryn Campbell
Section: 033072-3037
Time: Tuesday 6:00-9:00 p.m.
Date: Feb. 5-Mar. 12 (6 mtgs.)
Location: Rm. 151, UCSD Extension Complex
Credit: 2 units in Business Administration
Fee: \$295.