Recruiters around the world are widening their search and casting their nets into a growing pool of international talent. At the same time, demand for business leadership talent with experience outside the United States has increased exponentially.

As the demand for global talent increases, the makers of virtual MBA recruitment technology continue to expand their global networks.

“The competition for global MBA talent has never been so intense,” said Tony Somers, Director, MBA Career Management Center, HEC School of Management. “Our new partnership with MBA Focus will give employers access to the elite management talent at HEC Paris and give our students access to an exclusive network of multinational corporations.”

For more than two decades, top-ranked MBA programs—and the companies that employ their students and alumni—look to MBA Focus for advanced recruiting technology solutions, best practices, thought leadership, and innovation.

Today, leading MBA employers can search an aggregated database including students and alumni from 74 top-ranked business schools, including 20 MBA programs located outside the United States. Three new international schools have joined the network this year: HEC (Paris), IESE (Barcelona), and IE (Madrid). And Hult International Business School expanded its GTS partnership to include five new global campuses in Dubai, Shanghai, London, San Francisco, and Boston. These new school partners, and the 70 other top-ranked graduate business schools, make MBA Focus the most comprehensive global recruiting network available.

Currently, 90% of the companies using the Global Focus recruitment tool are multinational corporations. This has helped MBA Focus deliver an ever-expanding range of MBA-preferred opportunities to MBA talent in North America, Europe, and Asia. Currently, 56% of students registered with MBA Focus have experience outside the US, while 57% of those students are seeking employment abroad.

The growing demand for MBA talent with international work experience and work authorization is expected to continue. As a responsive and trusted partner to the world’s top employers and leading graduate business schools, MBA Focus plans to further expand its international network.

MBA Focus is the market leader in MBA recruiting—connecting leading employers with the world’s top-ranked graduate business schools.
The era of Big Data is here, and successful businesses are now relying on highly-trained data analysts to help them drive corporate strategy and make smart decisions. According to CareerCast 2017, data science is the 17th fastest-growing career, with a 19 percent rise between 2016 and 2017. Those entering the field are being highly rewarded. Glassdoor says the pay range for entry to mid-level data scientists is $94,000 to $133,000, significantly higher than the average college graduate pay, which is $48,850, according to the Society for Human Resource Management.

“Simply put, supply does not meet this demand,” said Abe Helou, Dean of the College of Business and Public Management at the University of La Verne. “The modern business world needs professionals with the skills to gather, analyze, and make data-driven decisions that drive corporate strategy and execution.”

To prepare students to excel in the growing field of data science, the University of La Verne offers a Master of Science in Data Analytics (MSDA) degree, with the next class starting in the fall of 2019. The MSDA, offered by the university’s College of Business and Public Management on the La Verne campus, provides two specializations: Marketing Analytics and Supply Chain Management.

While other programs in the region take 18 to 24 months to complete, La Verne’s can be completed in just 12 months. That allows students to graduate quicker, at less cost, and enter the workforce with the skills they need sooner.

Additional features of the program include:

- A career advisor who will help in placing students in internships and jobs; a program advisor who will ensure students remain on track for graduation, and complimentary workshops to help students prepare for exams that would enable them to earn certification by SAS in Advanced Analytics and Predictive Modeling.
- “Graduates of the MSDA will be equipped with a comprehensive understanding of business intelligence and data analysis, including a holistic view of business analytics from both company and consumer points of view,” Helou said. “They will also have the ability to develop a big data strategy within a corporation, build a model to see how digital analytics and big data can be used for market predictions, and a developmental knowledge of how to develop performance measurement tools and assess returns on investment.”

Four courses are shared between the two concentrations, and six courses are tailored to each of the two specializations. The curriculum includes SAS programming; data mining and predictive analytics; multivariate statistical analysis; marketing research methods; problem-solving methodologies; analytics in operations and planning; analytics in logistics and sourcing; experimental design and market testing; theory and practice of consumer behavior; marketing analytics; digital marketing; and social media analytics.

The university is now accepting applications for the fall term. Founded in 1891 and located 35 miles east of Los Angeles, the University of La Verne is a private, nonprofit, comprehensive institution founded on four core values: lifelong learning, ethical reasoning, civic and community engagement, and diversity and inclusivity. The university serves more than 6,100 students on the historic La Verne location as well as across nine regional campuses and online.

Learn more at lascm.edu/data.
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Los Angeles Trade Tech
Los Angeles Valley College
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Pasadena City College
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Santa Monica College
West Los Angeles College

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UCLA Extension’s Corporate Education Team Takes Customized Education to the Next Level

For 100 years, UCLA Extension has provided extraordinary professional advancement and leadership development opportunities to students and professionals alike. UCLA Extension’s Custom Programs and Corporate Education team offers customizable courses and certificate programs that professionals and employees can select based on their learning needs.

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- Offers employee training on career development, occupational advancement and upskilling
- Continuing professional education in various academic fields from entry-level to executive
- Paired by a vast network, instructor expertise, and access to UCLA campus resources

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Varying length workshops and seminars are offered that can range from 2-10 days in topics related to Conflict Resolution, Negotiation and Collaboration, Overcoming Obstacles to Organization Change, Leading and Motivating Employees, and many others.

Performance & Project Management
In this program, customized training is provided in a variety of topics ranging from Increasing Productivity through Performance Management, Leading Teams for High Performance, Monitoring and Controlling Workflows, Creating High-Performance Teams, and many more.

Innovation and Strategy
These seminars and training workshops supply the understanding required to manage day-to-day challenges in an increasingly competitive environment. All sessions are highly interactive and contain collaborative activities to reinforce the learning of new strategies.

Accounting Theory and Practice
This course covers the interpretation, use, processing, and presentation of accounting information and the preparation of principal accounting statements. Topics include an overview of the conceptual framework of accountancy, valuation, recording, and presentation of the balance sheet, income statement, and statement of cash flows. Participants earn time value of money concepts, as well as, accounting for cash, receivables, and inventories.

Data Science
In this program, participants are introduced to the evolving domain of data science and to the food-chain of knowledge domains involved in its application. Participants learn a wide range of challenges, questions, and problems that data science helps address in different domains, including social sciences, finance, health and fitness, and entertainment. The course addresses the key knowledge domains in data science, including data development and management, machine learning and natural language processing, statistical analysis, data visualization, and inference.

Digital Marketing
The Internet, the digital revolution, and the move toward an information-based economy are dramatically changing business and the way products are marketed and sold. This program provides an overview of the digital marketing landscape and explains how business people today can leverage the new tools available to their advantage.

Engineering Short Courses
The engineering department offers several short courses for intensive training in a variety of cutting-edge technical fields from world-class instructors, giving you practical knowledge, you can apply immediately in Aerospace & Mechanical, Biomedical, Communications & Sensors, Energy, Software, and many more.

Business of Entertainment
With the entertainment industry converging into a worldwide mass media, both business and operation models continue to rapidly evolve. Instruction focuses on current business and production issues and introduces new business models to navigate content onto new distribution platforms. Topics include financing, contracts, intellectual property issues, licensing, worldwide theatrical marketing and distribution, worldwide home entertainment marketing and distribution, worldwide television production and distribution, multi-channel network distribution and opportunities, the impact of piracy, and leveraging new distribution platforms.

In addition to tailored custom programs, the UCLA Extension Corporate Education team helps employees access a vast offering of UCLA Extension’s open-enrollment certificates and courses. The team provides your organization with both online and on-campus courses across the week to suit every need.

For more information, visit uclaextension.edu/corporate-education.

LA’s Visionary Educator Paul Cummins Makes a Case for the Importance of Poetry

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Paul Cummins is making a powerful case for the relevance of poetry and how to teach it with his latest book. In Voice & Verse: Joys and How-To’s of Teaching, Reading and Writing Poetry, Cummins lovingly shares practical and accessible advice and perspectives on how best to share the love of reading and creating poetry with students, including explorations of the tremendous benefits poetry brings and how teachers, parents and poets of all ages can impact the joy of the arts with the next generation.

Cummins believes that poetry is an art form worth fighting for, and the best way to keep it alive is by teaching it meaningfully and lasting ways to a new generation.

In his book, Cummins shares examples of poetry’s ability to transform lives. For 14 years, he and his nonprofit organization have been involved in bringing arts electives to incarcerated youth in Southern California. One of the most influential classes has been Creative Writing: usually beginning and teaching how to write in meaningful and lasting ways to a new generation.

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By JOHN POLLARD

Business school students face a uniquely difficult challenge, because most programs require a series of essays rather than a single, comprehensive personal statement. This fact alone should indicate the importance that business schools place on your written responses. Here are some business school essay writing tips:

1. Don't Use Company Jargon.
As a prospective business student, you have probably spent the past few years in a corporate environment with its own in-house terminology. Remember that you are writing for a reader who hasn't attended your company's meetings or contributed to its products. You should certainly describe various aspects of your professional life—your leadership skills, your career trajectory, your triumph in the face of obstacles, and so on—but do so in language that is as accessible to your reader as it is to you. Imagine that you are composing a document for a customer who must decide whether to buy a particular product: you.

2. Don't Bore the Reader. Do Be Interesting.
Admissions officers have to read hundreds of essays, and they must often skim. Abstract rumination has no place in an application essay. What does the essay say about your personality? Do I use transitions appropriately?

3. Do Use Personal Detail. Show, Don't Tell! Good essays are concrete and grounded in personal detail. They do not merely assert "I learned my lesson" or that "these lessons are useful both on and off the field." They show it through personal detail. "Show, don't tell" means that if you want to relate a personal quality, do so through your experiences without merely asserting it.

4. Do Be Concise. Don't Be Wordy.
Wordiness not only takes up valuable space, but also confuses the important ideas you're trying to convey. Short sentences are more forceful because they are direct and to the point. Certain phrases, such as "the fact that," are usually unnecessary. Notice how the revised version focuses on active verbs rather than forms of "to be" and adverbs and adjectives.

5. Do Address Your Weaknesses. Don't Dwell on Them.
At some point during your application, you will have an opportunity to explain deficiencies in your record, and you should take advantage of it. Be sure to explain them adequately: "I parted too much to do well on tests" will not help your application. The best tactic is to spin the negatives into positives by stressing your attempts to improve; for example, mention your poor first-quarter grades briefly, then describe what you did to bring them up.

6. Do Vary Your Sentences and Use Transitions.
The best essays contain a variety of sentence lengths mixed within any given paragraph. Also, remember that transition is not limited to words like nevertheless, furthermore or consequently. Good transition flows from the natural thought progression of your argument.

7. Do Use Active Voice Verbs. Passive-voice expressions are verb phrases in which the subject receives the action expressed in the verb. Passive voice employs a form of the word to be, such as was or were. Overuse of the passive voice makes prose seem flat and uninteresting.

8. Do Seek Multiple Opinions.
Ask your friends and family to keep these questions in mind:
- Does my essay have one central theme?
- Does my introduction engage the reader?
- Does my conclusion provide closure?
- Does my introduction and conclusion avoid summary?
- Do I use concrete experiences as supporting details?
- Have I used active-voice verbs wherever possible?
- Is my sentence structure varied, or do I use all long or short sentences?
- Are there any clichés, such as "cutting-edge" or "learned my lesson"?
- Do I use transitions appropriately?
- What about the essay is memorable?
- What's the worst part of the essay?
- What parts of the essay need elaboration or are unclear?
- What parts of the essay do not support my main argument?
- Is every single sentence crucial to the essay? This must be the case.
- What does the essay reveal about my personality?

Many applicants try to turn the application essay into a complete autobiography. Not surprisingly, they find it difficult to pack so much information into such a short essay, and their essays end up sounding more like a list of experiences than a coherent, well-organized thought. Make sure that every sentence in your essay exists solely to support one central theme.

10. Do Revise, Revise, Revise.
The first step in improving any essay is to cut, cut, and cut some more.

John Pollard is a freelance writer.

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