

NEED

SPONSOR A
MICHIGAN ROSS
MULTIDISCIPLINARY
ACTION PROJECT

DIRECTION?

USE A MAP.

MAP

M | MICHIGAN ROSS

OUT-OF-THE-BOX THINKING. OUTSIDE PERSPECTIVE. OUTSTANDING RESULTS.

Michigan Ross offers unrivaled opportunities for students to start, advise, lead, and invest in real-world businesses. We call this Ross Experiences in Action-Based Learning, or REAL. Students thrive on these opportunities, and sponsors receive in-depth analysis and fresh perspectives. Our signature Multidisciplinary Action Projects (MAP) course is one such partnership between business and students that has been delivering an incredible ROI for sponsor companies for more than 25 years. MAP puts teams of top business students to work solving the complex issues of corporate, nonprofit, and entrepreneurial sponsors around the world.



WHY SPONSOR A MAP TEAM?

- › Gain fresh perspectives on your business issue through focused, in-depth attention from an unbiased team of Ross students.
- › Benefit from actionable, data-driven recommendations from a multidisciplinary student team guided by expert faculty.
- › Build relationships with top-tier graduate or undergraduate students and reinforce your recruiting strength with one of the world's leading business schools.
- › Exchange ideas and experiences; share your business knowledge with Ross students to complement their studies.
- › Earn a valuable ROI — sponsors are only responsible for student costs associated with the project.

MAP TYPES AND TIMELINES

PROGRAM	PROJECT TIMELINE	PROJECT DURATION	PROPOSAL OPENS
CAPSTONE MAP: UNDERGRADUATE AND MASTER OF MANAGEMENT	JANUARY-APRIL	12 WEEKS	SEPTEMBER
WEEKEND MBA	JANUARY-APRIL	12 WEEKS	SEPTEMBER
FULL-TIME MBA	MARCH-APRIL	7 WEEKS, FULL TIME	SEPTEMBER
GLOBAL MBA	MAY-JUNE	7 WEEKS, FULL TIME	JANUARY
EVENING MBA	JUNE- AUGUST	10 WEEKS	JANUARY
EXECUTIVE MBA	SEPTEMBER-DECEMBER	12 WEEKS	APRIL





PROJECT STORIES

FIDELITY INVESTMENTS

Fidelity Investments sought the support of a Ross MAP team to help assess key social, global, and industry trends that were of relevance to the company. The team was able to identify several relevant industry trends, using internal stakeholders to identify which trends would be most impactful. The team's subsequent research resulted in the creation of a prioritized list of strategic action items that Fidelity can take going forward.

UBER TECHNOLOGIES, INC.

With more than three million drivers operating in more than 80 countries, Uber Technologies, Inc. depends on a strong network of driver services and support. The company looked to a Ross MAP team to assess and provide recommendations for this focus area in Brazil. The team conducted research to devise a strategy that optimized a driver support channel.

VCREDIT

Vcredit is a rapidly growing Chinese company that uses mobile platforms in pursuit of its mission to make financial services more convenient. The company turned to a MAP team to develop a strategy for KKCredit, its popular loan product. The team conducted product research, as well as industry, financial, and customer analyses before developing strategy recommendations for the company to grow its business in China.

INVEST DETROIT

Invest Detroit supports economic development opportunities in underserved communities. Seeking to ensure that Detroit can support small businesses and entrepreneurs, the nonprofit challenged its MAP team to identify gaps in services, funding, infrastructure, and other support, comparing the city's entrepreneurial ecosystem to other urban centers and making recommendations on changes to encourage high-growth ventures.

“

Sponsoring a MAP project felt like a valuable way to support the MBA program and the students who will soon join me as Ross alum. As an employee, I am thrilled with the way our project sponsorship generated actionable insights for the firm.”

- MATTHEW KILFOYLE
SENIOR DIRECTOR,
FIDELITY INVESTMENTS

“

I was really impressed with how quickly the team was able to provide us with a ready-to-implement recommendation. I also have to highlight the professionalism of the team and how well their diversity of backgrounds contributed to the final outcome; great MAP!”

- PEDRO OLEIRO
HEAD OF CUSTOMER EXPERIENCE,
UBER TECHNOLOGIES

“

Having the opportunity to diagnose current performance and frame creative yet data-driven growth strategies for Vcredit proved to be the highlight of my MBA experience.”

- ERIC SHE // WEEKEND MBA STUDENT

“

Nothing will prepare you better for creating client-ready work than actually doing it.”

- ALEXA ABBOTT // BBA STUDENT

WHICH MAP IS RIGHT FOR YOU?

MAP is a central element of most of the degree programs at Michigan Ross. That means your student team could be talented undergraduates tapped into a Generation Z mindset, energetic millennials with several years of practical business experience, or seasoned executives in supervisory roles. In addition, different MAP programs take place at different times of the year. We'll work with you to match your project needs to the MAP program that provides the best fit.



CAPSTONE MAP: UNDERGRADUATE AND MASTER OF MANAGEMENT

STUDENT PROFILE:

Typically ages 20-22; most likely completed one professional internship.

PROGRAM SPECIFICS:

Only domestic projects.

PROGRAM CAPACITY:

Approximately 40 projects.



PROJECT TIMELINE:

PROPOSAL OPENS:

September.

SPONSOR NOTIFICATION:

Mid December.

PROJECTS TAKE PLACE:

Early January-Mid April
(12 Weeks).

FULL-TIME MBA

STUDENT PROFILE:

Average age 27, with an average of five years of professional work experience. Wrapping up the first year of a two-year MBA program.

PROGRAM SPECIFICS:

Students focus on MAP full time for seven weeks. About half the projects are international. Minimum of two weeks on-site.

PROGRAM CAPACITY:

Approximately 85 projects.



PROJECT TIMELINE:

PROPOSAL OPENS:

September.

SPONSOR NOTIFICATION:

Late January.

PROJECTS TAKE PLACE:

Mid March-Late April
(7 Weeks, Full Time).



WEEKEND MBA

STUDENT PROFILE:

Average age 28, with five to six years of professional work experience. Typically working full time, taking MBA classes on weekends.

PROGRAM SPECIFICS:

Students spend up to 10 days on-site during pre-scheduled travel week. Open to both domestic and international projects.

PROGRAM CAPACITY:

Approximately 25 projects.



PROJECT TIMELINE:

PROPOSAL OPENS:

September.

SPONSOR NOTIFICATION:

Early December.

PROJECTS TAKE PLACE:

Early January-Mid April
(12 Weeks).

GLOBAL MBA

STUDENT PROFILE:

Average age 32, with about eight years of professional work experience. Students are sponsored by their employers.

PROGRAM SPECIFICS:

Students focus on MAP full time for seven weeks. Open to both domestic and international projects.

PROGRAM CAPACITY:

Approximately 10 projects.



PROJECT TIMELINE:

PROPOSAL OPENS:

January.

SPONSOR NOTIFICATION:

Late March.

PROJECTS TAKE PLACE:

Early May-End of June
(7 weeks, Full Time).



EVENING MBA

STUDENT PROFILE:

Average age 28, with about five years of professional work experience. Typically working full time, taking MBA classes in spare time.

PROGRAM SPECIFICS:

Students spend up to 10 days on-site. Open to both domestic and international projects.

PROGRAM CAPACITY:

Approximately 10 projects.



PROJECT TIMELINE:

PROPOSAL OPENS:

January.

SPONSOR NOTIFICATION:

Early May.

PROJECTS TAKE PLACE:

Early June-Mid August
(10 Weeks).

EXECUTIVE MBA

STUDENT PROFILE:

Average age 38, with average 14 years professional work experience. Typically experienced managers preparing to move into senior roles.

PROGRAM SPECIFICS:

Student on-site experience is limited to three to five days. Sponsors are expected to attend a student kickoff and final presentation in either Ann Arbor or Los Angeles.

PROGRAM CAPACITY:

Approximately 25 projects.



PROJECT TIMELINE:

PROPOSAL OPENS:

April.

SPONSOR NOTIFICATION:

Mid August.

PROJECTS TAKE PLACE:

Late September-Mid December
(12 Weeks).



NEED MORE INFORMATION?

CONTACT US TODAY:

RossActionLearning@umich.edu

734-615-2096

PAST PROJECTS

PROGRAM	SPONSOR	LOCATION	BRIEF DESCRIPTION
Full-Time	U.S. Air Force	Washington, DC	Identify opportunities for collaboration between U.S. Air Force and industry partners and develop engagement strategies.
Full-Time	AT&T Inc.	Dallas, TX	Evaluate ecommerce & adoption strategies to drive revenue through digital portals.
Full-Time	Dexcom	San Diego, CA	Develop a comprehensive go-to-market strategy for diabetes-focused medical devices in select new markets within the U.S.
Full-Time	Tekton Labs	Lima, Peru	Design a new career development platform that applies artificial intelligence (AI) to analyze community based data.
Full-Time	Uber Technologies, Inc.	Sao Paulo, Brazil	Develop an optimal support channel strategy for partner drivers in Latin America.
Full-Time	Ghana Emergency Medicine Collaborative	Accra, Ghana	Formulate a detailed strategy to implement interoperable digital payment systems in emergency departments.
Weekend	Aramark Corp.	Williamsburg, VA	Develop a strategy and provide recommendations to increase operating efficiencies and profitability.
Weekend	Bridgestone	Nashville, TN	Develop a strategic go-to-market plan for existing Emergency Roadside Service business unit in the U.S. and Canadian markets.
Weekend	Owens Corning	Shanghai, China	Formulate a market entry strategy for a glass non-woven product.
Capstone	Butterball Farms, Inc.	Grand Rapids, MI	Assess and provide recommendation as to whether Butterball Farms Inc. should enter the retail channel with branded and or private label products.
Capstone	Cardinal Health	Novi, MI	Develop a strategy and roadmap to effectively penetrate the generic prescription and OTC medication markets within the U.S. prison system.
Capstone	Detroit Denim Co.	Detroit, MI	Determine the optimal manufacturing arrangement to mass produce individualized, custom jeans.
Evening	UnitedHealth Group	Minneapolis, MN	Develop a strategy and market analysis on how UnitedHealth Group can provide solutions for Medicare and retirement members.
Evening	LifetoBot Ltd.	Tel Aviv, Israel	Develop a strategic plan to address the current market needs and opportunities.

GET STARTED

When you are ready to sponsor a MAP project, the first thing to do is develop a proposal.

WHAT MAKES A GOOD MAP PROPOSAL?

MAP delivers the most value when you have pressing issues with no simple solution. The best projects:

- Require a multidisciplinary approach
- Have no existing or obvious solution
- Can be successfully completed in the allotted project time (7-12 weeks)
- Have strong support from senior-level management
- Demand a set of actionable recommendations

WHAT ARE A SPONSOR'S RESPONSIBILITIES?

- Use your experience and guidance to promote academic learning for the student team
- Identify dedicated and engaged project liaisons as well as a supportive executive sponsor
- Provide relevant data, which may be proprietary, to the MAP team (NDAs can be signed)
- Arrange for the MAP team to interview key personnel
- Provide workspace and appropriate business and communications equipment
- Arrange for teams to spend time at the project site for proper project onboarding and data collection
- Pay project-related expenses, including travel for the MAP team (students only)

Note: The Office of Action-Based Learning will work with you to determine a budget.

SUBMIT YOUR PROPOSAL

- 1 | Visit the MAP website: michiganross.umich.edu/map
- 2 | Contact the Office of Action-Based Learning to discuss project ideas: RossActionLearning@umich.edu or 734-615-2096.
- 3 | Complete the project proposal form online once it opens.

M | MICHIGAN ROSS

Office of Action-Based Learning

Stephen M. Ross School of Business

University of Michigan

700 East University Ave.

Kresge Hall, 2nd Floor West

Ann Arbor, MI 48109-1234 USA

michiganross.umich.edu/map