



NEED DIRECTION? USE A MAP.

SPONSOR A MICHIGAN ROSS EXECUTIVE MBA MAP
MULTIDISCIPLINARY ACTION PROJECT

EXECUTIVE MBA MAP

WHAT IS MAP?

MAP is our largest educational partnership program working with companies and organizations around the world. The Multidisciplinary Action Projects (MAP) program focuses on actual business projects provided by sponsoring organizations, and educates Executive MBA (EMBA) teams through real-time, action-based learning. MAP is not considered an internship.

HOW DOES IT WORK?

Teams of 4 to 6 students work on projects sponsored within corporate, entrepreneurial, and nonprofit organizations.

HOW MANY PROJECTS WILL BE ACCEPTED?

Approximately 18 projects will be staffed this year. Potential sponsors can propose their project to our Ann Arbor (12) or Los Angeles-based (6) cohorts.

WHEN DO THE PROJECTS TAKE PLACE?

Late-Sept. through mid-Dec., 2021 (about 10 weeks)

WHICH STUDENTS PARTICIPATE?

All second-year EMBA students participate. The EMBA program is for our most experienced students and covers all of the core strategic business functions.

WILL STUDENTS BE AT THE COMPANY IN PERSON?

Because our EMBA students are employed, on-site time is typically limited to less than a week outside of their in-person coursework and meetings. Any site work will be dependent on the ability of students to travel and organizations to host in the fall.

ARE STUDENTS TAKING OTHER COURSES AT THIS TIME?

During this period, students have the option to take an additional elective.

WHAT INVOLVEMENT DO BUSINESS FACULTY HAVE?

MAP faculty advisors guide the students in their analyses and recommendations, facilitating the educational process.

WHAT ARE THE BENEFITS TO YOUR ORGANIZATION?

- › Fresh look at your business issue from an unbiased team
- › Thorough, data-driven recommendations

- › Company exposure to our EMBA class, providing valuable professional networking opportunities
- › Exposure to the latest business tools and techniques
- › Draw on 75 years of collective work experience, on average, per team

WHAT ARE THE SPONSOR'S MAIN RESPONSIBILITIES?

- › Appoint one dedicated liaison to the project
- › Participate in kickoff sessions
- › Allow timely access to relevant data and personnel
- › Develop budget for and cover project-related student expenses
- › Facilitate review and execution of U-M project agreement on behalf of sponsor organization

IS THERE A COST TO PARTICIPATE?

Sponsors are asked to invest in their project via a modest program fee which goes directly to support the program and the student experience. The amount is determined based on proposed project travel. Options include:

- › Domestic (U.S.), 3 days of travel: \$9,000
- › International (non-U.S.), 1 week of travel: \$25,000
- › Virtual project or local travel only: \$5,000
- › Complex itineraries: a custom project fee will be set and agreed upon prior to project acceptance based on proposed travel

Should you wish to request financial assistance please note that in the appropriate section on the MAP proposal form.

HOW CAN YOU APPLY TO SPONSOR A PROJECT?

Contact the Office of Action-Based Learning at RossActionLearning@umich.edu to discuss a project and request a proposal form or start one today at: michiganross.umich.edu/execmap/proposal

We encourage early submissions. Proposals are reviewed and approved by the course faculty before being shown to students.

Submission Deadline: Wednesday, June 30, 2021.

EXECUTIVE MBA MAP TIMELINE	ANN ARBOR	LOS ANGELES
PROPOSAL DEADLINE	› JUNE 30	› JUNE 30
SPONSORS NOTIFIED OF TEAM ASSIGNMENTS	› MID-AUG.	› MID-AUG.
SPONSOR KICKOFF MEETING	› SEPT. 24	› OCT. 1
SECOND COURSE RESIDENCY	› OCT. 22-23	› OCT. 29-30
POTENTIAL SITE VISIT AND MID-POINT PRESENTATION	› LATE OCT.-EARLY NOV.	› LATE OCT.-EARLY NOV.
THIRD COURSE RESIDENCY	› NOV. 11-13	› NOV. 18-20
FINAL PRESENTATIONS	› DEC. 9-10	› DEC. 9-10

Sponsor a Multidisciplinary Action Project

michiganross.umich.edu/MAP

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Multidisciplinary Action Projects

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