

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 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

GE HEALTHCARE

Amidst a rapidly changing industry, GE Healthcare wanted to expand its service focus and become a total solutions partner to its customers. The MAP team was asked to find opportunities within the current customer engagement model, identify best practices from other industries, and generate recommendations. The team's research led to suggestions in three categories: CRM/customer portal, data analytics, and customer engagement.

NEW BELGIUM BREWING CO.

The New Belgium Brewing Co. turned to a Ross MAP team for help in devising a strategy and tactics for the company to win back lost volume from its growing local competition. The team assessed the market landscape and developed strategic hypotheses about the direction of the business. Ultimately the team recommended a creative alternative approach to win back volume without directly competing against local brewpubs.

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.

“

The MAP team did an impressive job bringing new ideas, challenging assumptions, and delivering actionable recommendations in a very short period of time. The GE team thoroughly enjoyed having them be a part of the team!”

- ROBERT REILLY // BBA '93
VICE PRESIDENT, AMERICAS SERVICE,
GE HEALTHCARE

“

Amazing group of people and extremely skilled. It was a joy working with them—they confronted the ambiguity head on and changed our company's perspective radically on a few core strategic initiatives.”

- KYLE BRADSHAW // MBA '13
BRAND MANAGER,
NEW BELGIUM BREWING CO.

“

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 '18

“

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

- ALEXA ABBOTT // BBA '17

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	Facebook	San Francisco Buenos Aires, Argentina Sao Paolo, Brazil	Complete a market segmentation and go-to-market strategy for new technology and business models to connect the un(der)connected in emerging markets.
Full-Time	UnitedHealth Group	Minneapolis	Identify and establish a business case for the top three disruptions that UnitedHealthcare should pursue to continue its leadership position.
Full-Time	Verizon	Los Angeles	Measure the willingness to pay for mobile-first premium video content.
Full-Time	Plan International	Brisbane, Australia Honiara, Solomon Islands	Develop a business case assessing the market potential and viability of 3D printing technology to produce water supply system spare parts from recycled plastics.
Full-Time	ICICI Bank	Mumbai, India	Study the impact of the Digital Villages adopted by ICICI Bank and suggest improvements.
Full-Time	Macquarie Group	London, UK	Develop business growth strategies for a leading UK non-residential energy supplier.
Capstone	JACK Entertainment	Detroit	Devise a capital investment and marketing strategy for the next era of Greektown Casino-Hotel Detroit.
Capstone	Whirlpool	Benton Harbor, MI	Define the future of connectivity in and around the home, specifically around everyday tasks.
Capstone	The Empowerment Plan	Detroit	Recommend a strategic growth plan for the Empowerment Plan's new retail line and conduct a cost analysis for their non-profit coats in an effort to drive down costs.
Weekend	AMC Networks	New York City	Define a strategic approach for digital TV.
Weekend	DENSO Automotive	Southfield, MI Seattle	Bring a new perspective on how to use vehicle data for the new mobility world to develop business models and go-to-market strategies.
Weekend	Technological Institute of the Philippines	Manila, Philippines	Create a strategic plan for T.I.P.'s TechnoCoRe, its student technopreneurship and institutionally supported collaborative applied research program.
Executive	Pure Barre	Denver	Develop a case for a client-facing retreat program that will facilitate client engagement and improve brand loyalty.
Executive	Impro Industries	Wuxi, China	Develop a strategy to create and deploy an Impro global network of 3D Printing Centers of Excellence.
Executive	PayPal	Sao Paolo, Brazil	Formulate a new marketing approach, growth strategy, and action plan for the next three years.
Evening	Kindercare Education	Portland	Prepare a strategic plan to attract millennial families.
Evening	Floyd	Detroit	Develop a strategic plan leveraging Avis Budget's portfolio of brands and customer relationships.
Global	General Motors	Detroit	Recommend a strategy to improve the vehicle service experience through innovative communication channels.

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.

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