

# Multidisciplinary Action Projects

Develop students' abilities to think independently, function with insufficient data, adapt and adjust midstream, negotiate organizations, and continually reflect and inquire.

The Multidisciplinary Action Projects (MAP) program is a signature, defining element of the Ross MBA.

The program started in 1992 as a way to foster greater connections between Michigan Ross MBA students and the greater Detroit business community.

Today, MAP is a requirement for Ross students in the Full-Time, Weekend, Global, and Executive MBA Programs, and it is an elective in the Evening MBA program.

Students in four- to six-person teams, guided by faculty members, tackle a complex business problem for a company or nonprofit.

More than 600 students participate each year; projects range from seven weeks to 3 1/2 months.

Since its inception, MAP has involved 1,845 projects in 93 countries with 1,292 sponsors.

## Sponsor Highlights

Amazon	Microsoft
Cisco Systems	PayPal
Capital One	PepsiCo
DTE Energy Co.	PG&E
Eli Lilly & Co.	Pullmantur Cruises
Centerbridge Partners	Procter & Gamble
Facebook Inc.	Rainforest Expeditions
Ford Motor Co.	Riot Games
General Motors	Miami Dolphins
General Electric	New York Jets
Google	San Diego Padres
Intel Corporation	SC Johnson
ICICI Bank	Ubisoft Entertainment
Johnson & Johnson	Viacom Media Networks
Kraft Foods Group	World Bank Group



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# Sanger Crisis Challenge

Established in 2008, the centerpiece of the Crisis Challenge is a 24-hour crisis simulation in which students in teams of four tackle a realistic, dynamically-unfolding business crisis.

The business crisis unfolds via simulated protests, phone calls, email, social media, and more.

Crisis Challenge is an opt-in program for Ross students in the Full-Time MBA, Evening/Weekend MBA, and Global MBA Programs, as well as the BBA, Master of Accounting, and Master of Management Programs.

220 Full-Time MBA students participated in 2015.

Students adopt leadership roles within the company facing a simulated crisis and must formulate, communicate, and defend a response.

Finalists present their response to the crisis to a panel composed of business leaders, faculty experts, and the press.

*Tests students' abilities to strategize through extreme turbulence and practice navigating ambiguity, exercising good judgment, and performing under pressure.*



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# ZLI Student-Led Investment Funds

Offers Ross MBA students the opportunity to lead three funds, totaling more than \$7 million in assets under management.

## Wolverine Venture Fund

Established in 1997, The Wolverine Venture Fund invests primarily in early stage companies.

Student members seek, screen, and negotiate investments and develop significant experience in these areas — and in working with venture capitalists and entrepreneurs.

An advisory board of professional venture capitalists and entrepreneurs along with MBA students participate in managing the fund.

Successful exits range from Silverpop to IBM and HandyLab to Becton Dickinson.

## Commercialization Fund

This pre-seed investment fund identifies and accelerates the commercialization of business ideas generated with the University of Michigan and community.

Students learn about the U-M commercialization process, early-stage investing, and the assessment of business in early development stages.

The fund holds six investments, including Are You a Human, Accio Energy, and AlertWatch.

## Social Venture Fund

Launched in 2009, the fund was the first student-led investment fund of its kind in the U.S.

The fund invests in for-profit social enterprises that place social impact at the heart of their mission.

Students are drawn primarily from the Full-Time MBA degree program, nearly half of whom are pursuing dual degrees with the Schools of Education, Public Health, Natural Resources & Environment, Law, and Public Policy.

## Sponsor Highlights

Students leading these funds are advised by senior Ross faculty; industry practitioners; and leaders of local, national, international, and social venture funds.

Portfolio investments include Loveland Technologies, Mytonomy, and Jack and Jake's.

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# TauberTeam Projects

The Tauber Team Projects initiative was founded in 1993.

Graduate students from both the College of Engineering and Ross School of Business participate in a multidisciplinary academic and leadership curriculum.

Students take part in 14-week paid operations projects with leading international companies and deliver substantive results — recommendations made in 2014 alone are projected to save corporate sponsors \$450 million.

In 2015, 89 students will participate in 35 team projects, supported by 54 faculty advisors in 15 states and five countries.

Tauber Team Projects focus on significant operations challenges in supply chain, operations strategy, process improvements, and sustainability.

Develops students' ability to tackle complex operations challenges involving both business and engineering content, negotiate in organizations, and implement solutions during the 14-week endeavor.

## Sponsor Highlights

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|------------|----------------|---------------|
| 3M         | Cisco          | General Mills |
| Amazon     | Dell           | Microsoft     |
| Boeing     | Ford           | Pfizer        |
| BorgWarner | General Motors | Verizon       |



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