

WHAT IS EXECUTIVE MBA MAP?

EXECUTIVE MBA MAP PROGRAM OVERVIEW

WHAT IS EXECMAP?

Our largest educational partnership program working with companies and organizations around the world. The Multidisciplinary Action Project (MAP) program focuses on actual business projects provided by sponsoring organizations, and educates teams of our Executive MBA (EMBA) students 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 25-28 projects will be staffed this year. Potential sponsors can propose their project to our Ann Arbor (16-18) or Los Angeles-based (8-10) cohorts.

WHEN DO THE PROJECTS TAKE PLACE?

Late-Sept through mid-Dec, 2019 (about 10 weeks)

WHICH STUDENTS PARTICIPATE?

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

ARE STUDENTS AT THE COMPANY FULL-TIME?

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.

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?

1. Fresh look at your business issue from an unbiased team
2. Thorough, data-driven recommendations
3. Company exposure to our EMBA class, providing valuable professional networking opportunities
4. Exposure to the latest business frameworks and techniques
5. Draw on 75 years of collective work experience, on average, per team

WHAT ARE THE SPONSOR'S MAIN RESPONSIBILITIES?

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

IS THERE A COST TO PARTICIPATE?

Sponsors are financially responsible for project-related student expenses including: airfare, hotel accommodations, meals, ground transportation, parking, and other pre-approved project expenses. In the case of international projects, visa processing fees, required travel immunizations, and travel health insurance costs are also billed to the sponsor. Project costs vary widely depending on team size, destination, and travel duration and are often paid directly by the sponsor.

There is no administrative fee to participate. MAP is an academic course. Students are not paid a salary. They receive significant course credit.

HOW CAN WE 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 is Friday, June 28, 2019.

EXECUTIVE MBA MAP TIMELINE

MILESTONE	ANN ARBOR	LOS ANGELES
PROPOSAL DEADLINE	JUNE 28	JUNE 28
SPONSORS NOTIFIED OF STUDENTS & FACULTY ASSIGNED TO THEIR PROJECTS	MID AUG	MID AUG
FIRST RESIDENCY (SPONSORS OFTEN ATTEND IN PERSON)	OCT 3-5	SEPT 26-28
SECOND COURSE RESIDENCY	OCT 25-26	OCT 18-19
SPONSOR SITE VISITS AND MIDPOINT PRESENTATIONS	OCT- EARLY NOV	OCT- EARLY NOV
THIRD COURSE RESIDENCY	NOV 14-16	NOV 7-9
FINAL PRESENTATIONS	DEC 16-17	DEC 12-13