



NEED DIRECTION? USE A MAP.

SPONSOR A MICHIGAN ROSS GLOBAL MBA MAP
MULTIDISCIPLINARY ACTION PROJECT

GLOBAL MBA MAP

WHAT IS MAP?

Our largest educational partnership program working with companies and organizations around the world. MAP focuses on actual business projects provided by sponsoring organizations, and educates teams of our MBA 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 8 MAP projects will be undertaken this year.

WHEN DO THE PROJECTS TAKE PLACE?

May 10, 2021 through July 2, 2021

WHICH STUDENTS PARTICIPATE?

Global MBA students

WILL STUDENTS BE AT THE COMPANY IN PERSON?

All project work will be virtual.

ARE STUDENTS TAKING OTHER COURSES AT THIS TIME?

No. MAP is a core course requirement and it is the only course required of students during this time.

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
- › Valuable company exposure to the MBA class, reinforcing recruiting strength
- › Exposure to the latest business tools and techniques
- › Opportunity to directly invest in the education and development of tomorrow's business leaders

WHAT ARE THE SPONSOR'S MAIN RESPONSIBILITIES?

- › Appoint two dedicated liaisons to the project
- › Allow timely access to relevant data and personnel
- › Facilitate, review, and execute the University of Michigan's project agreement on behalf of the sponsor organization

IS THERE A COST TO PARTICIPATE?

Sponsors are asked to invest in their project via a modest \$5,000 program fee which goes directly to support the program and the student experience for all virtual projects.

Students receive course credit and do not receive a salary. Should you wish to request financial assistance please note that in the appropriate section on the MAP proposal form.

HOW CAN WE APPLY TO SPONSOR A PROJECT?

- › Complete a project proposal at: michiganross.umich.edu/map/proposal-GMBA
- › Projects will be accepted and approved on a rolling basis beginning **January 1, 2021**.
- › The proposal form will close on **March 1, 2021**.

GLOBAL MBA MAP TIMELINE

JAN 1, 2021	› proposal form opens
MAR 1, 2021	› proposal form closes
EARLY MAR 2021	› students select projects
LATE MAR 2021	› sponsors notified of students and faculty assigned to their project
MAY 6-7, 2021	› MAP kickoff events (students only)
MAY 10, 2021	› project work begins
JUN 28 - JUL 2, 2021	› final presentation to MAP sponsor's management team

Sponsor a Multidisciplinary Action Project

michiganross.umich.edu/MAP

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Multidisciplinary Action Projects

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