

MAD17
MULTIDISCIPLINARY ACTION PROJECTS
IVIA 17



GLOBAL MBA

M | MICHIGAN ROSS

BRIGHT MINDS = BIG RESULTS

Michigan Ross' Multidisciplinary Action Projects (MAP) course matches teams of MBA students with the complex business issues of corporate, nonprofit, and entrepreneurial sponsors around the world. If you have a pressing challenge, Ross Global MBAs are ready to provide the new ideas and energy you need to find the best solutions.

? WHY SPONSOR A MAP TEAM?

- Gain fresh perspectives on your business issue from an unbiased team through **seven weeks of undivided attention** from Ross MBAs
- Receive **thorough, data-driven recommendations** from a multidisciplinary MBA team guided by expert faculty
- Exchange ideas and experiences; **share your business knowledge** with Ross MBAs to complement their studies
- Get **high value results with minimal investment** — sponsors are only responsible for student costs associated with the project

**RESULTS
THAT MAKE A
DIFFERENCE**



25
MAP
YEARS

Since 1992, Ross MAP teams have completed more than 2,000 projects in 92 countries for more than 1,350 organizations.





Examining Markets

BASF // Rochester Hills, Mich.

Having sponsored several Global MBA MAP projects in the past, BASF knew they could rely on a MAP team to examine a specific battery market with the goal of identifying the existing pipeline and quantifying intermediate- to long-term opportunities in the market. The team met with appropriate stakeholders and reviewed proprietary information to get up to speed. After gaining an understanding of the product, the team investigated markets, opportunities, and risks to ultimately provide BASF recommendations that included a 10-year sales projection for moving forward.

Finding Solutions

YOSHIIZUMI INDUSTRY CORPORATION // Osaka, Japan

Ross Global MBA student Keisuke Sasaki sponsored a team of Global MBAs, including himself, to assist his family-owned business. Holding a dual role as both project liaison and student, Keisuke provided the team with firsthand access to key stakeholders, information, and data. Tasked with developing a roadmap for expansion into the U.S. market, the team first traveled to the headquarters in Osaka to meet other executives, interview personnel, and learn about company culture and operations. The team returned to Ann Arbor to formulate a strategy. At the end of the project, the team provided data-driven recommendations supported by a comprehensive financial analysis, along with a strategic plan for entering the U.S. market.

Planning Expansion

TRINION LOGISTICS INC. // San Diego, Calif.

Trinion Logistics was planning to diversify and they called on a MAP team to assess the potential. Having recognized opportunities in the market, Trinion tapped a team to delve further and gain a clear understanding of the situation. The team conducted interviews, analyzed industry reports, and researched current businesses to identify strategies and techniques in support of an implementation plan. At the conclusion of the project, Trinion's key executives, including a Ross alum, traveled to Michigan Ross to review project findings and discuss implementation.

Analyzing Opportunities

HYUNDAI MOTOR EUROPE GMBH // Offenbach, Germany

Hyundai Motor's European headquarters challenged the team with analyzing warranty policies for competitiveness with the goal of increasing sales. The team was tasked with recommending a fiscally responsible warranty and a strategy for implementation, considering the varied markets across Europe. The team analyzed warranties across markets, researched the warranty's influence on purchasing, and proposed recommendations supported by detailed financial analysis.

Increasing Revenue

TAIWAN LUNG MENG TECHNOLOGY CO. LTD. // Tainan, Taiwan

The general manager (a Global MBA Ross alum) of Taiwan Lung Meng (TLM) asked the MAP team to research ways to use excess capacity and increase revenue. The team spent time in Tainan City, Taiwan, learning about the existing business and current product lines before beginning their in-depth analysis on the Ross campus. The team recommended several new products for creating alternative revenue streams. The final report supported the recommendations with detailed design information, a market analysis, and financial projections.

Growing Globally

JITOOL // Gyeonggi-do, South Korea

Having previously launched a branch on the west coast, Jitool, a leading manufacturer of pneumatic fasteners headquartered in Korea, turned to a team for a plan to expand their operations on the U.S. east coast. Having to understand the supply chain in Korea required the team to meet key personnel and tour the plant in Gyeonggi-do before immersing themselves into aspects of operations on the U.S. east coast. Differences in logistics as well as culture played key roles in the team's development of specific recommendations on how to most effectively position Jitool for a successful launch.



Real Challenges **REAL SOLUTIONS**

Brand Image Development
Cash Flow Modeling
Competitor Analysis
Employee Retention Strategy
Expansion Strategy
Feasibility Study
Financial Modeling
Full Market Analysis
Market Entry Strategy
Merger and Acquisition Process
New Product Development
Operational Analysis
Pricing Strategy
Product Launch and Distribution
Risk Analysis
Strategic Analysis



RECENT PROJECT SPONSORS

3A SA (Switzerland)
3M Co.
A&D Technology Inc.
American Restaurants (Ukraine)
AVL Global Partnership
Avon Gear Co.
Conergy
Cooper Tire & Rubber Co.
Delphi China
Denso International
Diamond Lease (China)
Eastman Kodak Co.
Experian PLC
Faurecia
Ford Motor Co.
Fulton Innovation
GKN Driveline Asia Pacific
Hyundai-Kia America Technical Center
Hyundai Translead
Jitool (Korea)
JPMorgan Chase & Co.
Meijer Inc.
Meritor Inc.
Merrill Lynch & Co. Inc.
MotionPoint Corp.
MPS Group Inc.
Northern Corridor Implementation Authority (Malaysia)
Panasonic Corp. of North America
Recycle Ann Arbor
Ross Controls
Samsung Electronics Latin America (Brazil)
Savvis Inc.
Sumitomo Life Insurance (Japan)
Taiwan Lung Meng Tech. Co., Ltd.
Trinion Logistics
TRW Automotive Holdings Corp.
Unicoba (Brazil)
Uniplen Industria de Polimeros Ltda. (Brazil)
Valassis
Valspar Corp.
Visteon Corp.
Yoshiizumi Industry Corp. (Japan)

GET STARTED

If you are interested in sponsoring a project, the first thing to do is develop a project 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 seven 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
- Provide two dedicated and engaged project liaisons as well as an executive sponsor
- Provide relevant data, which may be proprietary, to the MAP team
- Arrange for the MAP team to interview key personnel
- Provide workspace and appropriate business and communications equipment
- Arrange a minimum of 2 weeks for the team to spend at the project site for data collection
- Pay project-related expenses, including travel for the MAP team (students only)

Note: No administrative or application fees are required to be a MAP sponsor.

SUBMIT YOUR PROPOSAL

- 1 | Visit the MAP website at michiganross.umich.edu/map/sponsors
- 2 | Call the Michigan Ross Global MBA Program Office to discuss project ideas: 734-764-6411
- 3 | Complete the project proposal form and submit via email to GMBAMAP@umich.edu by March 2, 2017

MAP PROPOSAL/ PROJECT TIMELINE

2017

JANUARY – FEBRUARY

Proposal submissions accepted.

MARCH 2

Deadline for all proposals.

MID-MARCH

Students begin project selection process.

MARCH 31

Student MAP teams and faculty advisors assigned. Sponsors notified of team members and faculty advisors.

MAY 8

MAP begins.

JUNE 22-30

Students submit their final paper and present recommendations to senior management.

QUESTIONS?

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