INVEST IN TOMORROW’S BUSINESS LEADERS

SPONSOR A MICHIGAN ROSS BUSINESS ANALYTICS CONSULTING STUDIO PROJECT
WHAT IS THE BUSINESS ANALYTICS CONSULTING STUDIO?
The BACS is the capstone, project-based course for the Michigan Ross Master of Business Analytics program. The BACS focuses on actual business analytics projects provided by sponsoring organizations. Students gain invaluable experience through real-time, action-based learning while delivering robust recommendations. The BACS is not considered an internship.

HOW DOES IT WORK?
Teams of four to five students complete analytics-focused projects with corporate, entrepreneurial, and nonprofit organizations.

HOW MANY PROJECTS WILL BE ACCEPTED?
Approximately 18 BACS projects will take place this year.

WHEN DO THE PROJECTS TAKE PLACE?
Jan. 9 - April 18, 2023

WHICH STUDENTS PARTICIPATE?
All Master of Business Analytics students participate.

ARE STUDENTS AT THE COMPANY FULL-TIME?
Students work mostly from campus, but can conduct a site visit during the first half of the project.

ARE STUDENTS TAKING OTHER COURSES AT THIS TIME?
Yes. The BACS constitutes half of a student’s coursework from January through April.

WHAT INVOLVEMENT DO BUSINESS FACULTY HAVE?
Each BACS team is advised by two senior, expert faculty from the Michigan Ross technology and operations department, guiding the students in their analysis and recommendations.

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 Ross students, 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 one dedicated liaison to the project
- Provide access to data sets one month prior to the start of the project
- Allow timely access to relevant personnel
- Determine team travel plans and approve project budget
- Facilitate review and execution of University of Michigan project agreement on behalf of sponsor organization

IS THERE A COST TO PARTICIPATE?
Sponsors are asked to invest in their project via a modest program fee which goes directly to support the student experience and non-instructional costs. The program fee would also include travel costs for the student site visit. Specific project cost information is available from the Office of Action-Based Learning.

Students receive course credit and do not receive a salary.

A limited number of fee reductions are available for projects that meet certain criteria. Organizations requesting a fee reduction should do so via the proposal form.

HOW CAN YOU APPLY TO SPONSOR A PROJECT?
- Complete a project proposal at: michiganross.umich.edu/BACS
- Projects will be accepted and approved on a rolling basis beginning Aug. 1, 2022.
- The proposal form is anticipated to close on Oct. 21, 2022.

BUSINESS ANALYTICS CONSULTING STUDIO TIMELINE

| AUG. 1, 2022 | proposal form opens |
| OCT. 21, 2022 | proposal form closes |
| EARLY DEC. 2022 | students select projects |
| MID-DEC. 2022 | sponsors notified of students and faculty assigned to their project |
| JAN. 2023 | project begins |
| JAN.-MARCH, 2023 | students begin traveling to sponsor’s site for project work |
| APRIL 2023 | final presentations to sponsor’s management team |

FOR MORE INFO: RossActionLearning@umich.edu | 734-615-2096 | michiganross.umich.edu/map
Sponsor a Consulting Studio Project
michiganross.umich.edu/MAP

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