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 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 through seven weeks of undivided attention from an unbiased team of four to six Ross MBAs
• Receive thorough, data-driven recommendations from a multidisciplinary MBA team guided by expert faculty
• Build relationships with top-tier MBA students and reinforce your recruiting strength with one of the world’s leading business schools
• 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
Since 1992, Ross MAP teams have completed more than 1,845 projects in 93 countries for more than 1,292 organizations.
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 two 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
2 | Call the Michigan Ross Office of Action-Based Learning to discuss project ideas: 734-763-3647
3 | Complete the project proposal form online prior to Nov. 20, 2015
With more Thai Internet users coming online for the first time on their phones, mobile is a natural focus for Google. Working with Googlers, the MAP team studied the market and developed campaigns to help raise awareness of Google’s mobile services among Thai Internet users, particularly ages 18 to 24. The team also outlined key metrics to measure success and lay the groundwork for rolling out future campaigns to other Thai user groups.

“...over the course of MAP. We didn’t know each other well at the outset and in a short amount of time we had to get to know each other’s personalities and skills while also working on a project that was new to us. I realized the crucial importance of team communication. I had to figure out how to best share ideas in order to build consensus and influence stakeholders. MAP gave me the opportunity to reflect on my leadership and communication styles and learn how I can contribute to a high-functioning team.”

Mike Homorody // MBA ‘16
Google
The MAP team for this NFL franchise created a new kind of playbook — a program to help players with their post-career game plans. Tasked with evaluating learning and development needs for the Dolphins organization, the students created a three-year strategic plan for Dolphins University, a new concept that will incorporate leadership development, onboarding processes, and cross-functional opportunities for employees. The students also drafted a list of 10 possible future MAPs — and the organization plans to sponsor another project next year.

“The thing I love about the MAP program is it gives [students] an opportunity to learn in a practical, real-world setting how to apply critical thought and judgment to find solutions to challenges in business. [Our MAP team] did a good job with that.”

Tom Garfinkel // MBA ’01
CEO/President
Miami Dolphins
The International Finance Corp., a member of the World Bank Group, wanted to increase its investments in the growing, high-potential field of education technology. But within this rapidly evolving industry, where exactly will investments be most likely to generate the greatest impact? The IFC MAP team helped develop an analytics-based strategy to identify the most promising subsectors in advancing IFC’s goals of elevating education in developing countries while also generating acceptable financial returns.

“The Ross MBA team made a critical contribution to accelerate the data-gathering process and market prioritization. The team was well-organized, committed, displayed high energy and intellectual power, and was thoughtful of making a meaningful and relevant contribution.”

Fermin Burkhardt
Program Assistant
International Finance Corporation
Imperial Health Services

IHS turned to the MAP Program for assistance in improving patient access to medicine in South Africa and other developing countries. The team addressed three separate objectives relating to a “direct delivery strategy” (DDS) for medicines: analyzing whether the national government could manage the system; considering the role of possible IT solutions to help the process; and recommending other countries where DDS could be implemented. The team produced a five-year and 10-year master plan to achieve the three objectives.

“If your organization is in a position to provide an opportunity to host a MAP team, it is worth your time and effort. Not only will you get findings on the topic you nominate for research, you will also get a fresh, untainted view on the subject that might just put a new perspective on an old problem.”

Rob Botha
Project Manager
National Department of Health
PROJECT TIMELINE

2015

FALL
Proposal submissions accepted at michiganross.umich.edu/map/sponsors

NOVEMBER 20
Deadline for all proposals.

2016

JANUARY
Students begin project selection process.

MID JANUARY
Sponsors notified of selected projects.

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

MARCH 7
MAP begins.

LATE APRIL
Students submit their final paper and make a presentation to senior management.

QUESTIONS?

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