



# NEED DIRECTION? USE A MAP.

SPONSOR A MICHIGAN ROSS ONLINE MBA  
MULTIDISCIPLINARY ACTION PROJECT

# ONLINE 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 10 MAP projects will be undertaken Summer 2023 and an additional 10 MAP projects in Fall 2023.

## WHEN DO THE PROJECTS TAKE PLACE?

May through August 2023 & September through December 2023

## WHICH STUDENTS PARTICIPATE?

Online MBA students have the opportunity to participate in the MAP course after completing their core course requirements.

## ARE STUDENTS AT THE COMPANY FULL-TIME?

Because our OMBA students are employed, on-site time is typically limited to less than a week outside of their coursework and meetings.

## ARE STUDENTS TAKING OTHER COURSES AT THIS TIME?

Students do have the opportunity to take one other course during the MAP time period. In addition, they are part-time students. Typically you could expect a student to put approximately 15 hours/week, on average, into their projects.

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

## WHAT ARE THE SPONSOR'S MAIN RESPONSIBILITIES?

- › Appoint one 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 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 WE APPLY TO SPONSOR A PROJECT?

- › Complete a project proposal at: [michiganross.umich.edu/map/proposal/online](https://michiganross.umich.edu/map/proposal/online)
- › Projects will be accepted and approved on a rolling basis beginning **January 3, 2023**.
- › The proposal form will close on **March 3, 2023 for Summer 2023 projects**.
- › The proposal form will close on **June 30, 2023 for Fall 2023 projects**.

## SUMMER COHORT ONLINE MBA MAP TIMELINE

<b>JAN 2, 2023</b>	› proposal form opens
<b>MAR 3, 2023</b>	› proposal form closes
<b>MAR 20, 2023</b>	› students select projects
<b>APR 7, 2023</b>	› sponsors notified of students and faculty assigned to their project
<b>MAY 5, 2023</b>	› MAP kickoff events
<b>AUG 7-11, 2023</b>	› final presentation to MAP sponsor's management team

## FALL COHORT ONLINE MBA MAP TIMELINE

<b>JAN 2, 2023</b>	› proposal form opens
<b>JUNE 30, 2023</b>	› proposal form closes
<b>JULY 24, 2023</b>	› students select projects
<b>AUG 11, 2023</b>	› sponsors notified of students and faculty assigned to their project
<b>SEP 8, 2023</b>	› MAP kickoff events
<b>DEC 4-8, 2023</b>	› final presentation to MAP sponsor's management team

# Sponsor a Multidisciplinary Action Project

[michiganross.umich.edu/MAP](https://michiganross.umich.edu/MAP)

## **M** | MICHIGAN ROSS

### **Multidisciplinary Action Projects**

Stephen M. Ross School of Business

University of Michigan

701 Tappan St.

Ann Arbor, MI 48109-1234

[RossActionLearning@umich.edu](mailto:RossActionLearning@umich.edu) | 734-615-2096

[michiganross.umich.edu/MAP](https://michiganross.umich.edu/MAP)

### **The Regents of the University of Michigan**

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown, Sarah Hubbard,  
Denise Ilitch, Ron Weiser, Katherine E. White, Santa Ono (*ex officio*)

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