NEED DIRECTION?
USE A MAP.

SPONSOR A MICHIGAN ROSS WEEKEND MBA MAP MULTIDISCIPLINARY ACTION PROJECT

WEEKEND 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 20 MAP projects will be undertaken this year.

WHEN DO THE PROJECTS TAKE PLACE?
Jan. 2022 through April 2022

WHICH STUDENTS PARTICIPATE?
All first-year Weekend MBA students participate.

ARE STUDENTS AT THE COMPANY FULL-TIME?
Students can spend between 3 days and 1 week on-site after the kickoff and before mid-March. Virtual projects will only be accepted in rare circumstances.

ARE STUDENTS TAKING OTHER COURSES AT THIS TIME?
Yes. MAP constitutes half of their coursework during Winter Term.

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 one dedicated liaison to the project
› Allow timely access to relevant data and 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/map/proposal/weekend**
› Projects will be accepted and approved on a rolling basis beginning **Sept. 1, 2021**.
› The proposal form is anticipated to close on **Nov. 3, 2021**, if not sooner.

WEEKEND MBA MAP TIMELINE

SEPT. 1, 2021	› proposal form opens
NOV. 3, 2021	› proposal form closes
EARLY DEC. 2021	› students select projects
DEC. 14, 2021	› sponsors notified of students and faculty assigned to their project
JAN. 8, 2022	› MAP kickoff events
JAN. - MARCH, 2022	› students begin traveling to sponsor's site for project work
APRIL 8-9, 2022	› final presentation to MAP sponsor's management team

PROJECT LIST

SPONSOR	LOCATION	BRIEF DESCRIPTION
Amazon	Seattle , WA	Develop a business case for Amazon to build a new rental program in the U.S. market.
American Center for Mobility	Ypsilanti, MI	Refine and test a new business model for ACM to generate revenue in the advanced Connected and Autonomous Vehicle space.
Cardinal Health	Dublin, OH	Develop a 3-5-year growth strategy.
DeepHow Corp.	New York , NY	Develop a long-term go-to-market strategy.
Ford Motor Co.	Dearborn, MI	Design an end-to-end solution for commercial customers with 100% uptime management for their vehicles.
Labotec (Pty) Ltd.	Midrand, Gauteng	Develop a comprehensive market entry strategy.
NFL	Culver City, CA	Create a long-term content strategy for fantasy football content across various platforms.
OptumHealth	Eden Prairie, MN	Develop a strategy for Telehealth digital transformation.
Owens Corning	Toledo, OH	Formulate a market entry strategy for a new product into the India market.
Sanger Leadership Center	Ann Arbor, MI	Create a strategy for leader development using technology such as an app, learning portal, or other systems that may be used by U-M students.
USAF Office of Commercial and Economic Analysis	Fairfax, VA	Formulate a detailed strategy to democratize access to space through digital engineering.

Sponsor a Multidisciplinary Action Project
michiganross.umich.edu/MAP

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 | 734-615-2096
michiganross.umich.edu/MAP