



# 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](https://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**

<b>SEPT. 1, 2021</b>	› proposal form opens
<b>NOV. 3, 2021</b>	› proposal form closes
<b>EARLY DEC. 2021</b>	› students select projects
<b>DEC. 14, 2021</b>	› sponsors notified of students and faculty assigned to their project
<b>JAN. 8, 2022</b>	› MAP kickoff events
<b>JAN. - MARCH, 2022</b>	› students begin traveling to sponsor's site for project work
<b>APRIL 8-9, 2022</b>	› 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](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, Mary Sue Coleman (*ex officio*)

### **University of Michigan Nondiscrimination Policy Notice**

The University of Michigan, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. The University of Michigan is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, height, weight, or veteran status in employment, educational programs and activities, and admissions. Inquiries or complaints may be addressed to the Senior Director for Institutional Equity, and Title IX/Section 504/ADA Coordinator, Office for Institutional Equity, 2072 Administrative Services Building, Ann Arbor, Michigan 48109-1432, 734-763-0235, TTY 734-647-1388, [institutional.equity@umich.edu](mailto:institutional.equity@umich.edu). For other University of Michigan information call 734-764-1817.

© 2022 The Stephen M. Ross School of Business at the University of Michigan

