

Part-Time MBA Multidisciplinary Action Projects

Sponsor Guide 2014-15



How can you leverage outside perspectives and expertise for lasting, valuable results?

Sponsor a U-M Ross MAP Team—a group of top-tier MBA students who bring their business knowledge to your organization to solve real problems. If you have a pressing challenge facing your organization, Ross MBAs can bring fresh ideas and energy to help solve complex issues and target opportunities for growth.

Through MAP, teams of four to six students work closely with a partner company to address a high-level, wide-ranging issue of importance to that company. Projects are sponsored by private corporations and other institutions around the world, including the employers of Ross students.

MAP fulfills a dual mission:

- Delivers data-driven solutions to the sponsoring company's complex business issue
- Prepares students for successful careers by providing valuable professional development

What Makes a Good MAP Proposal?

Successful MAP proposals:

- Address a real challenge or opportunity that has no existing obvious solution
- Demand a set of actionable recommendations
- Are important to the company and have strong support from senior-level management
- Require a multidisciplinary approach
- May be completed in 14 weeks.

The MAP Process

MAP is a 14-week course for Part-time MBA students. Students conduct six weeks of preliminary research and analysis, gather primary data on site for one week, and continue with seven weeks of further data collection and analysis. At the end of the engagement, the team provides an oral presentation and submits a written report detailing their recommendations along with the data and analysis to support them.

Sponsor Benefits

Sponsoring organizations enjoy tremendous gains from participation in MAP including:

- Unbiased findings and recommendations from a team of MBA students at one of the world's leading business schools
- A strengthening of the relationship between the sponsoring organization and the Ross School
- An opportunity to work closely with future business leaders who have diverse skills, backgrounds, and experiences
- Exposure to the latest business tools, techniques, and theories
- An action-oriented learning process for the team and the sponsoring organization

Since 1992, Ross MAP teams have completed more than 1,700 projects in 78 countries for more than 800 organizations.

Selection of Recent MBA MAP Sponsors

- **Dow AgroSciences** – Seek opportunities to improve flexibility and customer responsiveness within the supply chain to maximize growth within the markets
- **Salokaya Health Sciences** – Assess the potential and make recommendations for entry into the telehealth business in India
- **Guardian Industries** – Develop a market entry and growth strategy for product penetration into a new segment
- **Syngenta** – Develop a comprehensive branding plan for the company’s innovation initiative
- **Henry Ford Health System** – Develop a business plan for a corporate product line in alignment with the launch of a new center of excellence
- **John Deere** – Develop a strategic plan including analysis of regional manufacturing and supply operations in a non-U.S. market

Types of Projects

- Business strategy formulation and/or competitive analysis with industry
- Market entry, product line extension, or global expansion strategies
- Joint venture, merger, or acquisition process
- Business plan development
- Financial modeling and analysis
- Operations management and/or performance review
- E-business strategies
- Marketing plans
- Product launch and distribution
- Customer relationship management

MAP projects epitomize the Ross commitment to action-based learning. We pioneered this approach more than 20 years ago and remain the global leader in learning by doing.

MAP 2014-2015 Timeline: Two Different Programs to Suit Your Project		
Evening MBA	Weekend MBA	Team Activity
July 1, 2014	Nov. 1, 2014	<ul style="list-style-type: none"> • Draft of sponsor proposals are due
August 15, 2014	Dec. 15, 2014	<ul style="list-style-type: none"> • Teams are formed; sponsor notified of team assignments
Saturday September 6, 2014	Saturday January 10, 2015	<ul style="list-style-type: none"> • Team meeting with sponsor to outline goals and expectations • Letter of engagement drafted and agreed upon • Travel identified and visa process begun as required • Begin research phase and identifies interview subjects
October Travel: Oct. 20- 24, 2014	February Travel: Mar. 2-6 2015	<ul style="list-style-type: none"> • Research continues • Conduct travel portion of the project including in-person interviews and primary research
November	March	<ul style="list-style-type: none"> • Consolidate research, begin analysis and identify initial conclusions • Identify gaps in research and follow up appropriately
No later than Dec. 13, 2014	April 10-11, 2015	<ul style="list-style-type: none"> • Team presentation to the sponsor (times will vary) • Final report due the last Wednesday of the semester

Sponsorship FAQ

How do I submit a proposal?

Sponsors are asked to submit 1) a brief description of the company background and how this project fits with the long term goals of the company and 2) a project summary describing the business issue or problem and the location of team travel. The form is located on the following page.

Are projects confidential?

All projects are confidential unless permission for release is obtained from the sponsor. Non-disclosure agreements may be arranged at the sponsor's request.

What is the cost?

There is no administrative fee for MAP, sponsors are only responsible for any costs associated with a project. In recent years, expenses have varied from below \$5,000 and up to \$15,000 per team. Actual expenses depend on the size of the team and travel destinations. MAP costs include team travel, lodging, per diem, documentation, and communication expenses.

Are there any other obligations?

The sponsoring organization is required to:

- Identify a dedicated and engaged project liaison
- Supply relevant data, which may be proprietary, to the MAP team
- Arrange for the MAP team to interview key personnel in the sponsoring organization
- Reimburse project-related expenses, including required travel for the MAP team

How is the team supported?

Each team is assigned a primary faculty adviser to help guide the team's thinking through the project, a communication coach to insure polished and professional deliverables, and a university librarian to assist in research.

What are the deliverables?

The team provides an oral presentation at the sponsor's location or via audio/video conferencing. The written report is provided at the end of the term.

Contact Information

For additional information about becoming a sponsor, please contact the Part-time MBA Program Office.

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Project Summary Form (Please complete this form using one form per project.)



Part One: Company Information

Company/ Organization Name:

Physical Location of Project:

Sponsor Name:

Sponsor Address:

Phone: **Email:**

Liaison Name:

Phone: **Email:**

Company Website: **Annual Revenue:**

Years in Business: **No. of Employees:**

Part Two: Project Description

Company Background (Briefly explain what you would like the students to know about your company/organization.)

Project Type (Identify type of project, for example: Product Development and Launch Plan , Strategic Plan, Distribution Logistics, Financial Modeling, Market Entry Strategy, Growth Plan, Business Plan, Merger & Acquisition Process, Operations Plan)

Project Scope (Define the project in general terms and the expected outcomes.)

Why is the project important at this time?

Part Three: Travel Information

Travel Specifics Define the travel locations and dates that you anticipate for the project. Travel to the project site is expected to take place within the proposed travel dates listed in the timeline of this brochure. If this is a local project (within 50 miles of Ann Arbor), please indicate that below.

Part Four: Student Information

Employee policies and company confidentiality vary greatly among projects. Please check the statement(s) below that apply to this project.

- A student of any nationality may bid on this project
- Only U.S. Citizens may bid on this project
- Students are required to sign a Confidentiality Agreement
- Students who currently work with a competitor should not bid on this project. *If you checked this option, please list your competitors below:*

Part Five: Confirmation

By signing or typing your name below you agree to cover reasonable costs associated with the project including travel expenditures (airfare, mileage, lodging, meals) for the team.

Signature:

Date:

Return this form via mail, email or fax:

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