AN MBA CONSULTING TEAM FOR YOUR ORGANIZATION

OUR DEPTH OF RESEARCH AND DIVERSITY OF THOUGHT BRING FRESH STRATEGIC PERSPECTIVES.

UCLA Anderson’s Applied Management Research Program partners a team of MBA candidates with your organization to deliver strategic solutions to critical challenges through top-notch analysis. The students produce a rigorously tested, professional-grade consulting report based on extensive primary and secondary research. More than 3,000 organizations around the world — from Fortune 500 companies to nonprofits and startups — have experienced the extraordinary benefits available from the world’s first field study program.

Projects may include:

» Pinpointing business opportunities
» Launching products
» Exploring new markets for existing products
» Competitive analysis
» Improving managerial effectiveness

» Creating effective marketing campaigns
» Risk assessment
» Operations analysis
» Financial modeling
THE TEAM’S RESEARCH WILL CHANGE OUR DECISIONS AS WE MOVE FORWARD.”

BEN ROLLER
Manager of CRM and Tickets Analytics, San Diego Padres

THE DEPTH OF THE ANALYSIS THAT THEY PRESENTED WAS ON PAR WITH A PROFESSIONAL RESEARCH FIRM.”

JIM MCGUIRE
Vice President of Supply Chain Operations, AT&T

ORGANIZATION SELECTION CRITERIA AND PROGRAM REQUIREMENTS:

• At least one dedicated project manager who will work with the team approximately 1-2 hours per week.
• An alternate liaison in case the primary liaison becomes unavailable during the course of the project.
• Company participation at the Program Launch and Final Presentations.
• Full access to relevant strategic and financial data, which will be protected under a strict confidentiality agreement.
• Participation fees*:
  - Large companies (international projects) — $20,000 (includes $12,500 research budget for the team)
  - Large companies (domestic projects) — $15,000 (includes $5,000 research budget for the team)
  - Small-to-medium enterprises or non-profits — $10,000 (includes $2,500 research budget for the team)

*Additional research & travel expenses are covered by client company upon mutual agreement

JOIN THE RANKS

Amgen Inc.
Bank of America
Conservation Intervention
Electronic Arts
Fox Sports International
Google YouTube
Kendall-Jackson Wines
Los Angeles Dodgers
Mattel Inc.
Microsoft Corporation
The North Face
Northrop Grumman Corporation
Panda Restaurant Group
Princess Cruises
Starbucks Corporation
Toyota
Verizon
U.S. Navy Seals
Warner Bros.
Yahoo Inc.
...and hundreds more

IMPORTANT DATES

APPLICATION DEADLINE

FALL/WINTER

COMPANY LAUNCH
October 16, 2015
FINAL PRESENTATIONS (at UCLA Anderson)
March 11, 2016

WINTER/SPRING

COMPANY LAUNCH
January 15, 2016
FINAL PRESENTATIONS (at UCLA Anderson)
June 3, 2016

The AMR program often receives many more project applications than we have teams. If your project is not selected by a team for AMR, we will automatically consider your application for our other field study programs.

CONTACT

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