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 of working with UCLA Anderson.

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
2016-2017 International AMR Projects
All across the world, including:

JOIN THE RANKS
Amgen Inc.  
Bank of America  
Cedars-Sinai Medical Group  
Conservation International  
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.  
...and hundreds more

Company Selection Criteria and Investment 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) — $22,500 (includes $12,500 research budget for the team)
  - Large companies (domestic projects) — $17,500 (includes $7,500 research budget for the team)
  - Small-to-medium enterprises — $15,000 (includes $5,000 research budget for the team)

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

IMPORTANT DATES
Application Deadline .............................................July 7, 2017
Company Launch ..................................................October 13, 2017
Final Presentations ..............................................March 9, 2018
(at UCLA Anderson)

The AMR program often receives many more project applications than we have teams. If your project is not selected for our October – March AMR program, we will automatically consider your application for our other field study programs that takes place January – June.

CONTACT
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