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
- Creating effective marketing campaigns
- Launching products
- Risk assessment
- Exploring new markets for existing products
- Operations analysis
- Competitive analysis
- Financial modeling
- Improving managerial effectiveness
**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*

**“The depth of the analysis that they presented was on par with a professional research firm.”**

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

**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

**IMPORTANT DATES**

- Application Deadline: July 1, 2016
- Company Launch: October 7, 2016
- Final Presentations: March 17, 2017
  (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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**“The team’s research will change our decisions as we move forward.”**

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