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
- Strategic planning
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

JOIN THE RANKS

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

IMPORTANT DATES

Application Deadline: July 12, 2019
Company Launch: October 4, 2019 (at UCLA Anderson)
Final Presentations: March 6, 2020 (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.