

OUR DEPTH OF RESEARCH AND DIVERSITY OF THOUGHT BRINGS 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.

- » Comprehensive consulting report
- » Pinpoint business opportunities
- » Launch products
- » Explore new markets for existing products
- » Competitive analysis
- » Improve managerial effectiveness
- » Create 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



//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.
- Top management participation in the Program Launch and Final Presentations.
- Full access to relevant strategic and financial data, which will be protected under the confidentiality agreement.
- Participation fees:
 - Large companies or international projects — \$15,000 (includes \$5,000 research budget for the team)
 - Small and medium enterprises (SME) — \$10,000 (includes \$2,500 research budget for the team)
 - Non-profits* — \$7,500 (includes \$2,500 research budget for the team)
 - Additional fees may be incurred for incidental project-related expenses and travel

* Additional research funding may be available through UCLA Anderson Center for Global Management•

//JOIN THE RANKS

- | | |
|---------------------------|------------------------------|
| Amgen Inc. | The North Face |
| Bank of America | Northrop Grumman Corporation |
| Electronic Arts | Panda Restaurant Group |
| Fox Sports International | Princess Cruises |
| Hyundai Motor America | Starbucks Corporation |
| Kendall-Jackson Wines | Trader Joe’s |
| Los Angeles City Planning | Verizon |
| Mattel Inc. | Warner Bros. |
| Microsoft Corporation | Yahoo Inc. |
| | ...and hundreds more |

//IMPORTANT DATES

APPLICATION DEADLINE **August 1, 2014**

FALL/WINTER

COMPANY LAUNCH **October 17, 2014**

FINAL PRESENTATIONS **March 13, 2015**

(at UCLA Anderson)

WINTER/SPRING

COMPANY LAUNCH **January 23, 2015**

FINAL PRESENTATIONS **June 5, 2015**

(at UCLA Anderson)

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

UCLA ANDERSON SCHOOL OF MANAGEMENT
APPLIED MANAGEMENT RESEARCH PROGRAMS

110 Westwood Plaza | Cornell Hall, Suite D-201

Los Angeles, CA 90095-1481

310.825.7819 Tel | 310.206.8059 Fax

www.anderson.ucla.edu/amr

“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

