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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.

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THE TEAM'S RESEARCH WILL CHANGE OUR DECISIONS AS WE MOVE FORWARD."

BEN ROLLER

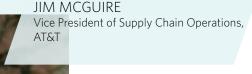
Manager of CRM and Tickets Analytics, San Diego Padres



//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
- $^{\star} \ \mathsf{Additional} \ \mathsf{research} \ \mathsf{funding} \ \mathsf{may} \ \mathsf{be} \ \mathsf{available} \ \mathsf{through} \ \mathsf{UCLA} \ \mathsf{Anderson} \ \mathsf{Center} \ \mathsf{for} \ \mathsf{Global} \ \mathsf{Management} \\ \bullet \ \mathsf{available} \ \mathsf{Center} \ \mathsf{for} \ \mathsf{Global} \ \mathsf{Management} \\ \mathsf{available} \ \mathsf{Center} \ \mathsf{for} \ \mathsf{Global} \ \mathsf{Management} \\ \mathsf{available} \ \mathsf{Center} \ \mathsf{for} \ \mathsf{Global} \ \mathsf{Management} \\ \mathsf{available} \ \mathsf{for} \ \mathsf{Global} \ \mathsf{Management} \\ \mathsf{available} \ \mathsf{for} \ \mathsf{$

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



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//IMPORTANT DATES

APPLICATION DEADLINE August 1, 2014

FALL/WINTER

(at UCLA Anderson)

WINTER/SPRING

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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
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