

Strategic Management Research Program

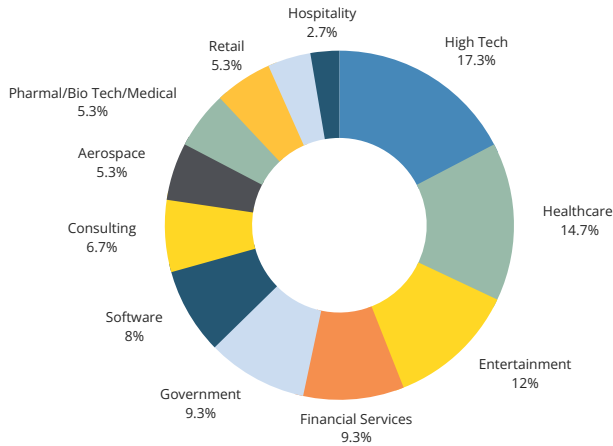
AN MBA TEAM TO BRING YOUR ORGANIZATION

TO THE NEXT LEVEL

More than 10,000 organizations around the world — from Fortune 500 companies to non-profits and startups — have experienced the extraordinary benefits of working with UCLA Anderson.



Industries



- Serve as students' MBA thesis
- Company assigned one team of 5 MBA students
- February - May
- Team invests 125 hours over 6 months
- Develop investment quality strategic business plan
- Perform secondary and primary market research
- Formal final presentation to 3 outside panelists

PROGRAM OVERVIEW

PROGRAM DELIVERABLES

- Investment-quality strategic business plan with complete set of financial projects
- Results of 125 hours of market research
- Clear set of actionable recommendations
- 20 min presentation to 3 industry experts + 20 min Q&A period
- 10 min discussion with panelists, students, and executives
- Video of presentation & Q&A

Diversity

Women **30%**

Under Represented Groups **21%**

25 Countries of Origin

30+ Industries

20+ Functions

Profile

150 Class Size

Average Age 39
Age Range **26-51**

15 Years Work Experience

9 Years Management Experience

- 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

PROJECT TYPES

FINANCIAL COMMITMENT



International projects — \$20,000



Large companies (domestic) — \$17,500



Small-medium enterprises — \$15,000



Non-profit organizations — \$7,500



International Non-profit — \$5,000

60% OF THE PROGRAM FEE IS ALLOCATED TO THE STUDENT TEAM'S RESEARCH BUDGET.

APPLY NOW



Application Deadline | October 31, 2025

Project Launch | February 13-15, 2026

Final Presentations / Deliverables | May 30, 2026

COMPANY CRITERIA



At least one dedicated project manager who will work with the team 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 Company Launch and Final Presentations



Full access to relevant strategic and financial data, which will be protected under a strict confidentiality agreement



Office



Contact Us



Website