Merage Applied Consulting

Do you have a critical business issue, but can't address it because of time and staff constraints?

Find Your Solutions at The Paul Merage School of Business

The Applied Consulting course at the Merage School pairs top university-level MBA student teams with your company to complete strategic business projects, contributing approximately 500 hours of work over a 10-week period.

It is a mutually beneficial collaboration:

- Fresh ideas and perspectives to incorporate into your strategic plan
- MBA-level project work – each student brings significant professional experience to the table
- Solid, documented results, actionable analyses and recommendations are delivered

Take advantage of this program to work with our MBA talent firsthand and leverage the opportunity to evaluate an MBA intern or career hire for your organization.

PROJECT REQUIREMENTS

Projects must be challenging in scope and strategic in nature. For the full benefits to be realized, potential projects should:

- Involve MBA-level work with specific goals and deliverables
- Be supported by top management with a senior executive as champion
- Allow appropriate access to information and resources

Companies that are of significant size in their market are invited to participate. The focus of the project should be on performance improvement and involve strategic management issues and/or changes in the organization.

"We have enjoyed working with the graduate students at UCI over the last two years. The teams have had a diversity of perspectives and business experiences and that has translated into valuable insights. We've implemented many of their recommendations and it's resulted in profitable sales growth."

Alex Bhathal, Co-President
Lisa Vogel, Co-President
RAJ Swim

UCI Paul Merage School of Business

"The Global Marketing team of Edwards Lifesciences' Critical Care business wanted to better understand the competitive landscape. We felt this was an ideal opportunity to engage the students at the Merage School and also address a business need. The work we received exceeded our expectations. Our team of MBA students tackled the correct issues and went the extra mile to deliver and convey important information."

Ramin Mousavi
Director, Sales Strategy & Operations
Edwards Lifesciences

RECENT PROJECTS

- Develop a strategic business plan for entering new business sector
- Conduct competitive intelligence for new product development
- Evaluate trends in delivering entertainment for home video use, leading to a newly proposed business model
- Develop an employee value proposition strategy and action plan
- Construct a business plan for a Center of Excellence at a regional hospital
- Develop strategy for improving customer service and deliverables
- Develop new transfer pricing approach between a U.S. parent company and international subsidiaries
- Construct new product launch execution program
- Analyze off-shoring implications

PAST CORPORATE SPONSORS INCLUDE:

Abbott Medical Optics
Allergan
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Bausch & Lomb, Surgical
Beckman Coulter
Blizzard Entertainment
Deloitte
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Hyundai Motor America Ingram Micro
Kareo, Inc.
Marriott International
Mazda North American Operations
Northrop Grumman
Oakley, Inc.
Pacific Life Insurance Company
Parker Aerospace
Parker Hannifin Corporation
PricewaterhouseCoopers
RAJ Swim
Sage
Sony Home Entertainment
Taco Bell Corporation
Telogis, Inc.
Toshiba America Electronic Components
Thales USA
Verizon Wireless
Volcom
Walmart Stores, Inc.
Western Digital
Yamaha Corporation of America

"Successfully using primary sources, materials and experiences that would have been nearly impossible for us to obtain in assessing this potential new market, the Merage School team did a phenomenal job understanding the issue and providing a professional answer to our question. Thanks for all your hard work, team!"

Kay Napier
Chief Executive Officer
Arbonne International

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merage.uci.edu/go/MBAConsulting