



INTEGRATED MANAGEMENT PROJECT (IMP) PROGRAM DESCRIPTION

An Integrated Management Project (IMP) delivers important insights to its project Sponsor

Relevant Expertise

Students leverage prior work experiences and ongoing classwork to address a specific “Sponsor” issue

Team-Based

Team of 4-6 MBA students invests 500+ total hours toward an opportunity/issue identified by Sponsor

Collaborative

Team engages with key Sponsor personnel throughout project to provide updates and receive feedback

Intensive

Team works throughout ten-week academic quarter to deliver analyses and findings

Project Sponsors implement student team recommendations or use the team’s analyses to make future business decisions.

TYPICAL PROJECT TOPICS

A project can investigate any of the topic areas summarized below (or any other topic of specific interest to its Sponsor):



The initial Project Submission Form and pre-project discussions determine each project's specific type/scope

PROJECT INITIAL FRAMING AND SEQUENCING



Sponsor and IMP Program Director collaborate to develop a Project Proposal Submission Form that defines the project scope at a high level.



Students indicate project preferences and are assigned to projects based on both those preferences and how well each student's skills relate to the project's needs.



Students - supported by a project Advisor who has significant project management experience - dig deeper into the project proposal and formulate their approach for the 10-week project.



Meetings with relevant Sponsor representatives (in "Pre-Kick-Off" and Kick-Off Meetings) confirm project scope and approach. Key Sponsor staff attend these two meetings.



Team develops initial findings and receives feedback at the Mid-Project Review Meeting. After further analysis, team summarizes its potential options/recommendations for Sponsor at the project's Final Presentation.

PROJECT TIMELINE

Sponsor personnel attend four meetings during the project to provide guidance and feedback



Kick-Off Meeting

Student team presents proposed project approach to key Sponsor personnel (before Week 3 of Quarter)

Final Meeting/ Presentation

Team reviews final deliverables and recommendations/suggested next steps with Sponsor. After meeting, final work products are sent to Sponsor and all Sponsor data are returned (ideally during Week 9 of quarter)

Mid-Project Review Meeting

Student team shares mid-project findings. Sponsor personnel provide feedback and confirm team's plan for future work (Week 4-6 of Quarter)

Pre-Kick-Off Meeting

Confirms scope and delivery of all required data/info to project team (Week 0-1 of Quarter)

Sponsor develops initial project scope with IMP Program Director

Prior Academic Quarter

Start of Academic Quarter

End of Academic Quarter

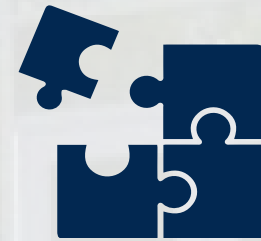
SPONSOR OBLIGATIONS

Project Sponsor fulfills several key roles that help ensure project success



Information Access

Provides team timely access to all data/initial information required to execute project scope



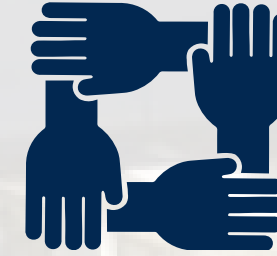
Personnel Access

Access to Sponsor personnel for interviews or supplemental information during project



Ongoing feedback

Reviews team's progress and provides guidance on priorities as project proceeds



Sponsorship

Makes a suggested donation to UC Davis (suggested donation varies by type of Sponsor)

GETTING STARTED

- Contact Barry Curtis, IMP Program Director (bacurtis@ucdavis.edu) to discuss potential project ideas
- Create mutually agreed Project Proposal Submission Form
- Determine if non-disclosure agreement (NDA) is needed. For most projects, an NDA is not required
- Execute Project Sponsor Agreement (and NDA with student team, if needed)
- Once project is selected for completion that quarter, schedule and commit to meetings with student team. Ensure participation at meetings and availability of relevant personnel over duration of project