THE UNIVERSITY OF TEXAS AT AUSTIN



TEXAS MBA+ I FADERSHIP PROGRAM

TEXAS MBA+ IS AN EXPERIENTIAL

leadership and professional development program for Texas MBA students. Unique among top MBA programs, MBA+ provides an individually-tailored series of initiatives that connect students to companies of interest, heighten communication skills, and provide hands-on training.

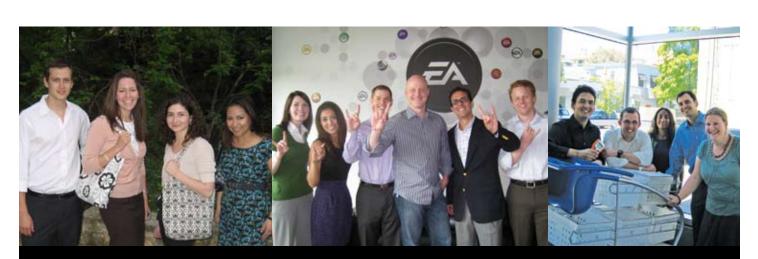
THE TEXAS MBA+ PROGRAM offers students the opportunity to obtain practical experience during their MBA program by facilitating extracurricular micro-consulting projects at client organizations. MBA+ connects students with companies proposing genuine business issues. Teams of Texas MBA students act as consultants, honing in on the problem and developing a series of pre-determined deliverables to the sponsoring companies.

The team did a great job for EA! Each of the team members was enthusiastic, passionate, well-informed and highly engaged in the project. It is no surprise to me that the project was such a remarkable success given the depth of research, the number of interviews, the insightful analysis and the quality of the recommendation. However, it was a (pleasant) surprise to me that the team devoted so much time to the project given that it was an extracurricular activity that "competed" for the students' time that could have otherwise been spent on their normal coursework.

-DENNIS SELF
CIO, Electronic Arts

I'm very pleased with the outcome of the project and the program approach in general. The students benefited from their opportunity to tackle a real-world and topical business issue, did an excellent job, and represented McCombs with distinction. The client received a fresh and unique perspective on how to address their business issue. And our firm had the opportunity to work with recruiting candidates while strengthening its relationship with McCombs. I recommend the program to other companies and look forward to working with McCombs next year on this important program.

 $\hbox{\bf -JONATHAN\ TRICHEL} \\ Principal, Deloitte\ Consulting$



The University of Texas at Austin McCombs School of Business

PROJECT TEAMS are made up of 4-6 Texas MBA students from a variety of backgrounds. Each student works approximately 5 hours per week on the project over the course of 6-8 weeks. Members of the team are able to sign non-disclosure agreements if necessary.

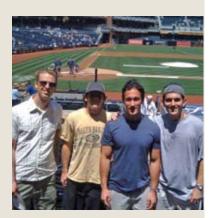
clients select the business issue the team addresses. These issues should be designed to allow the MBA team to work independently in order to minimize client time commitments. Project clients are asked to provide a key contact who dedicates up to an hour per week keeping in touch with the team. Project teams work remotely and maintain contact with distant clients via phone, email, and web conferencing technology. After deliverables are completed, project teams may travel to their client's headquarters to make a final presentation.

MICRO-CONSULTING projects are offered free of charge to clients and offer a cost-effective way for recruiting companies to gain a fresh perspective on business issues and to preview the quality of Texas MBAs.

Sample MBA+ Project

SAN DIEGO PADRES

SCOPE: In Major League
Baseball, like any other sport,
injuries play a critical role in
a team's ability to win. With
teams investing millions of
dollars in individual players,
they must understand how
much each player is worth.
In determining this value, it is



crucial for teams to be able to estimate with a high probability the useful life of a player in baseball years. This useful life is determined by a number of factors, predominantly a player's ability to remain healthy and avoid major injuries. As a result, any analysis that will allow teams to correctly estimate whether or not a player will get injured and, in the event that injuries occur, the resulting length of player inactivity, could potentially save a team millions of dollars.

DELIVERABLE: The project launched with a meeting with the client to understand every possible factor that might cause a starting pitcher to get injured. The team conducted online research and utilized injury data provided by the Padres to create an exhaustive list of independent variables. After inputting data, numerous statistical regressions were conducted to see if the team's hypothesis was correct. The team traveled to San Diego to present their findings to the Padres Operations team at the end of the semester.

RECENT MBA+ CLIENTS AND PROJECTS INCLUDE:

AMERICAN AIRLINES Channel Strategy

AMERICAN EAGLE OUTFITTERS Capital Strategy Study

AMERICAN EXPRESS Diversification Strategy

BOOZ & CO. Organization Management

BOSTON CONSULTING GROUP Strategy Study

CONOCOPHILLIPS Alternative Energy Assessment

 $\textbf{DELOITTE} \ \ \mathrm{Market} \ \mathrm{Study}$

DR. PEPPER SNAPPLE GROUP Packaging Analysis

ELECTRONIC ARTS Cost Model

ERNST & YOUNG Financial Stability Metrics Development **FORESTAR GROUP, INC.** Master Planned Community Study

HEB Process Analysis

HELIOVOLT Target Market Study

HOUSTON ROCKETS Social Network Strategy

IDEO Innovation Study

MCKINSEY Solar Power Value Chain

MOD GREEN POD Market Study

NIKE Consumer Insights Analysis

OUTSIDE MAGAZINE Operations Analysis

SANDALS RESORTS Marketing Plan

SAN DIEGO PADRES Operations Analysis

STARBUCKS CSR Communications Analysis

TESSERA SOLAR Competitive Analysis

WHOLE FOODS Marketing Communications Analysis