



## Spring 2012 Program Information

The Brass Ring Program offers teams of McCombs business students the chance to gain real-world experience working with central Texas organizations on a semester long project. Each 4-7 person team works on a significant business project for 6-8 hours per student per week.

### What's in it for me?

**Experience:** You will work directly with a company sponsor to learn and gain real-world experience by applying academic knowledge to address contemporary business issues.

**Résumé Building:** You will be involved in important business activities in your project work. Employers value real-world experience when interviewing and recruiting for internships and full-time positions.

**Networking:** You might even get a summer internship with your company – several Brass Ring Associates have done this!

**Class Credit:** You will enroll in OM 366P: Operations Management Practicum, a 3 credit hour seminar-based course which meets once a week for 3 hours. This course also fulfills the internship requirement for undergraduates. Please contact your academic advisor for information on internship requirements.

### What kind of projects will my team work on?

Semester-long projects could include: defining and developing management systems, evaluating high-tech production and process flows, conducting market analysis studies to define expansion options, enhancing publicity and communications for a growing firm, refreshing and modernizing a company web site, implementing a national marketing campaign, assessing the financial viability of business opportunities, developing business cases for enhancing product lines, achieving greater customer satisfaction, improving public sector sustainability procurement processes, and others.

Projects vary each semester, dependent on organizational needs. All projects promote performance excellence practices. While we make every effort to find projects that are in various fields (supply chain, marketing, finance, accounting, management, etc), it is not always possible to accommodate specific interests. Most projects have some Operations/Supply Chain focus. All projects will give you valuable work experience.

### Who can participate?

The program is open to undergraduate students in the McCombs School of Business who have completed OM 335 or 335H, have at least 45 semester hours of UT accepted credits, and a declared major (Supply Chain major is not required).

## How does the project activity work?

- Each team member will spend 6-8 hours per week either on-site at the sponsor company or other location each week.
- After the initial company meeting, each team will submit a project proposal outlining project scope, schedule and anticipated results.
- Each week, your team will provide a project status report.
- Your team will formally present the results of your project, including a written report for the company and professor, as well as a summary presentation during the last class of the semester.

## What's the application process?

- Complete the appropriate Brass Ring application (either Team Leader or Participant).
  - There will be 6 or 7 team leaders selected to interact with the project sponsor companies before the semester begins. If you apply as a leader, it is possible to participate as a team member even if you are not selected as a leader.
  - Team leaders will champion the project to the class, and present project background for the students in the class to use in selecting the project team on which they want to participate.
  - Team leaders function as the primary communication link and liaison between the project sponsor, the professor and the team.

Applications are available [on-line through the Supply Chain Management Center](#), in the IROM Department Office (CBA 5.202), or from your academic advisor.

- Submit your application to Dr. Michael Hasler – CBA 6.462 (office) or CBA 5.202 (IROM mailbox) Applications due by Friday, October 28, 2011.
- You will be notified of your application's status by Tuesday, November 1, 2011. If selected, you should promptly register for OM 366P during the spring 2012 registration period ending Friday, November 4, 2011.

## Important Dates

October 28, 2011	Applications due
November 1, 2011	Selection notification
November 4, 2011	Registration deadline for OM 366P
January 10, 2012	Team Leaders meet and select projects
January 17, 2012	First class
January 24, 2012	Project work initiated
May 7-15, 2012	Executive project presentations

Need more information?

Contact Dr. Michael Hasler, [michael.hasler@mcombs.utexas.edu](mailto:michael.hasler@mcombs.utexas.edu), 232-8192, CBA 6.462, or visit us on-line: [www.mcombs.utexas.edu/Centers/SCMC/Academic%20Programs/Undergraduate.aspx](http://www.mcombs.utexas.edu/Centers/SCMC/Academic%20Programs/Undergraduate.aspx)