

ACTION LEARNING PROJECT 2011



COMPANY APPLICATION AND INFORMATION



RICE
JONES GRADUATE
SCHOOL OF BUSINESS

BUSINESS.RICE.EDU/ALP

ACTION LEARNING PROJECT 2011

An Action Learning Project (ALP) is a thirteen-week team consultation that enables your company to develop or improve a business process. It provides an exercise for a team of extremely bright MBA students to integrate the concepts they have acquired in their courses to issues facing your business.

Rice University, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action, including Title IX of the Education Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973. Rice University is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, sex, color, religion, creed, national origin or ancestry, age, marital status, sexual orientation, disability or Vietnam-era veteran status in employment, educational programs and activities, and admissions.



These projects are a major component of the students' business education. A host company is encouraged to select an assignment that is challenging, multidisciplinary, and focused on a clearly defined business process.

Program Details

Applications for 2011 Action Learning Projects (ALP) are due by November 15, 2010. Applications will be processed as they are received, and timely applications that meet the program's objectives will receive priority. The Jones School will accept a limited number of projects to be presented to the students for bids. It is to your company's advantage to submit your proposal as early as possible. On January 14, 2011, approximately 35 to 40 companies will be invited to present proposals for ALP projects to the Rice University MBA Class of 2012. Students will bid on the accepted projects, begin work in mid January, and complete written reports and oral presentations by May 9-11, 2011.

We appreciate your interest in the Rice Action Learning Project and look forward to receiving your application.

Successful Projects

- Address a clearly defined business process
- Have a definite starting and ending point
- Provide students with experiential learning and an opportunity to apply their knowledge in a real-work setting
- Within reason, present students with academic and time management challenges
- Allow students access to key personnel and data within the company
- Provide adequate workspace on-site at the company
- Reimburse expenses related to the project (travel, final report production, etc.)

Host Company Responsibilities

1

Submit an Application and Prepare a Draft Request for Proposal (RFP)

To host an ALP team, complete and submit the application form attached to this document. The form is also available online at business.rice.edu/ALPapp. A written draft RFP should be attached to the application. Your RFP should describe the business process or problem to be examined, contain a set of objectives for the ALP team, and define the support and resources that your company will provide. A sample RFP is enclosed.

Deadline: Applications for 2011 ALP projects will be accepted by the Jones School beginning October 1, 2010 through the final deadline of November 15, 2010. Applications will be processed as they are received, and timely applications that meet the program's objectives will receive priority. Since the school will accept only 35 to 40 projects to be presented for bids to students, it will be to your company's advantage to submit your package as early within the given time frame as possible.

3

Appoint a Liaison

Host companies must appoint a primary liaison for their ALP team. We anticipate that demands on the liaison's time may be significant during the project. The liaison will interact with students on a regular basis, in many cases daily, and will facilitate access to the company's resources and information. Your liaison will also need to communicate periodically with the ALP project administration and faculty to discuss planning details and project status. Your company is encouraged to appoint an alternate liaison in the event that your primary liaison becomes unavailable during the project.

2

Submit a Finalized RFP

The Action Learning Project administration will team with a second-year MBA student to review each company's draft request for proposal. This team will work with you to further develop and refine your final RFP. Please note, students will use these summaries as a major source of information on which to base their project bids. They will also gather information from your company liaison during the ALP Company Day at the Jones School on January 14, 2011.

Prior to their arrival at your project site, students are required to conduct library research on their chosen companies and their industries. To facilitate this research, we request that you provide two sets of information about your company such as financial reports, product brochures, industry information, and business periodicals.

Deadline: Your final RFP is due on or before January 5, 2011.

4

Send Your Liaison to Company Day at Rice

Company liaisons are required to attend Company Day in conjunction with the ALP program on January 14, 2011 at Rice University.

Company Day, held prior to bidding on projects, offers students an opportunity to meet company liaisons and ask questions. It also enables your liaison to meet the faculty, share information with other companies, and gather additional important information about the program.

5

Allow Students Access to Relevant Information and Personnel

In order to conduct their Action Learning Projects, student teams must have access to relevant information and personnel. They may find it necessary to analyze financial information, interview employees, and observe business transactions to better understand your company and the specific project that is being analyzed.

All final presentations to company management must occur between May 9th through May 11th.

8

Required Final Presentation

The final presentation to company management would occur on May 9-11, 2011 soon after the on-campus presentation to the faculty (May 6-7, 2011).

While host companies don't have a formal role in the grading process for ALP projects, your liaison's feedback after the final presentation is important to the faculty's evaluation of the students' achievement.

7

Reimburse Student Expenses

While your company does not pay a fee for the consulting services it gains through a Rice Action Learning Project, the Jones School requires that students be reimbursed for all reasonable expenses. These may include airfares and/or vehicle mileage, out-of-town accommodations and meals, telephone and fax charges, printing of final reports, and other project-related expenses. Because students typically work with tight personal budgets, the company should discuss and negotiate any specific expense reimbursement policies and procedures with them at the beginning of the project.

6

Provide Students with Workspace, Resources, and Support as Needed

To facilitate the students' on-site project analysis, host companies must provide appropriate workspace, computers, telephones, copying, and other needed equipment

The Action Learning Project administration does not ordinarily accept applications from companies that do not provide workspace for students.

Action Learning Project Schedule

October 1, 2010

The Jones School begins accepting applications for 2010 Action Learning Projects. The applications will be processed as they are received and those that meet the program's objectives will receive priority. We recommend submitting your materials as close to this date as possible.

November 15, 2010

Applications and draft RFP's must be submitted by November 15, 2010. An application is attached to this booklet and available on the Jones Graduate School Web site at business.rice.edu/ALPapp.

January 5, 2011

Final Request for Proposals are due

January 14, 2011

ALP Project Company Day

January 28, 2011

Students have initial meeting with company

March 8-9, 2011

Teams present project proposals to company representatives

May 6-7, 2011

Final student team presentations to faculty at Jones School

May 9-11, 2011

Student team presentations to company management

How to Apply

Host company applications and draft Request for Proposals will be accepted beginning October 1, 2010 and will continue until approximately 35 to 40 projects meeting the school's criteria have been identified. The application deadline is November 15, 2010; however, we encourage you to apply as soon after the opening date as possible, since applications will be processed as they are received.

Action Learning Project Host Company Application

This form will be used to assist the Jones School in identifying appropriate projects for this year's Action Learning Project program. Please provide as much information as possible.

Company Name _____

Division _____

Address _____

City/State/Zip _____

Physical location of project if different from above

Company Name _____

Division _____

Address _____

City/State/Zip _____

Person initiating participation on the company's behalf

Name _____

Title _____

Mailing Address (if different from company) _____

Mail Code or Internal Routing Information _____

City/State/Zip _____

Telephone Number _____

Email _____

Project liaison (person who will work closely with student and faculty)

Name _____

Title _____

Mailing Address (if different from company mailing address) _____

Mail Code or International Routing Information _____

City/State/Zip _____

Telephone Number _____

Email _____



Action Learning Project Host Company Application, continued

The project we are submitting will involve (please check one)

- A new process in need of design
- An existing process that needs improvement
- Other business problem

Please describe the project briefly:

Please attach a draft Request for Proposal (a sample is enclosed)

I have reviewed the Action Learning Project company application and information packet and understand the responsibilities of Action Learning Project host companies.

Name _____

Title _____

Please Email or Fax form to:

Crystal Clayton, Director of Student Services – FTMBA Program

Phone: 713.348.3473

Fax: 713.348.3185

Email: clc2@rice.edu

Physical delivery address:

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