APEX Overview

September 2, 2015

The Value Proposition for Students
A hands on learning experience, an expanded network, and market feedback
...in exchange for their effort and the value they produce

The Value Proposition for Clients
The value produced by the APEX team
... in exchange for providing access, feedback, expenses

APEX is...
the MBA Capstone in which teams of 4 or 5 MBAs work with clients on cross-functional business challenges
BA 575 – a four credit course that runs over Mods VII & VIII
an opportunity to apply what you’ve learned, to learn by doing, and to make an impact.

Project Assignments
• Individuals are assigned based on project needs and student input.
• Student input is gathered via a questionnaire, an individual meeting, and an interest assessment
• Interest assessments take place during the week before Thanksgiving.
  o Students are provided 2-3 page description of each available project
  o Students identify and rank their top 10
  o The goal is to assign every student to one of their top 4 choices
• There is no secondary market on project assignments

The Timeline
September 2nd – September 11th: Complete online questionnaire and schedule instructor meeting
September 14th – October 16th: Individual meetings with Dave Lenze
November 16th: Project descriptions distributed
November 20th: Interest assessments due
December 1st, 6:00-9:00pm: Project assignments announced
December 8th: NDAs and IP Transfer Agreements due (if required)
Week of January 11th: Projects begin
January 12th, 3:30-6:30pm: APEX Class Meeting
Week of April 18th: Final results due to the client
Week of April 25th: Feedback Meeting with the client

Issues of Confidentiality and Intellectual Property
• Projects often involve proprietary information and/or the creation of intellectual property
• No student is required to sign an NDA or an IP Transfer Agreement
• Most projects require an NDA and a few may require an IP Transfer Agreement
• Students should review the NDA & IP Transfer Agreement and advise instructor of any concerns
• Students will be asked about their willingness to sign these documents during the instructor meeting

An Important Scheduling Note
• If you are taking a non-MBA course that conflicts with APEX activity times (M&W 8:15-10:15am, T&R 3:30-5:30pm), please let David Lenze know during the individual meeting.
• APEX has only two required class meetings. The purpose of the activity times is to ensure open time slots to meet with your team, your client, and the instructor. Do not schedule other commitments during this time until your client, team, and instructor meetings are scheduled.
APEX FAQs

How are projects selected?
Companies and organizations submit projects for possible participation in APEX. From these submissions, projects are selected based on the appropriateness of their scope and the quality of the opportunity that they will provide to our students. Submissions often originate from firms and individuals who have existing relationships with the University. We receive project referrals from alumni, current students, research centers, etc. I also actively recruit firms based on the interests of the students.

How are projects assigned?
Projects are assigned based on the following objectives.
- To provide each student the opportunity to work on their developmental goals
- To assign each student to one of their “top four” projects
- To provide each team with the skills and abilities needed to be successful on the project

Can I pick my team/project?
You do not select your project or your team, but your input during our introductory meeting and through your interest assessment will strongly influence your assignment.

Do I have to sign a Non-Disclosure?
No. Individuals who choose to not sign a non-disclosure agreement will be assigned to a project that does not require one. Most projects will require a non-disclosure agreement.

What is the class schedule?
There are two required class meetings. The first is on December 1st and the second is on January 12th. During the course of the project, you will typically meet with your client each week and with me about every other week. In addition, you will likely have meetings with your team to work on the project. To make it easier for your team to find times that will work for everyone, there are four weekly time slots set aside for APEX activity. These are 8:15-10:15am on Monday and Wednesday and from 3:30-5:30pm on Tuesday and Thursday. Please do not schedule other activities in these time slots until your team has met and sorted through your scheduling issues.

What is the workload?
Workload varies somewhat by individual and by team. For the vast majority of students, the average workload is between 8 and 10 hours per week. It is expected that no student would need to average more than 12 hours per week in completing their APEX project.