

# Management Assistance Program (MAP) for Small Businesses Business Application

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Office for Business & Community Economic Development  
University of Minnesota

## **MAP Program Overview:**

The Office for Business & Community Economic Development (BCED) offers this unique program that provides development services and technical assistance to woman-, minority-, and disabled-owned for-profit businesses. With the support of the Carlson School of Management, the Humphrey Institute for Public Affairs, the Law School and all other University graduate schools, graduate and professional students work under the direction of the Office for Business & Community Economic Development to provide consulting services that help businesses in building capacity and improving profitability. These individualized services positively impact the small-business sector, thereby strengthening the community at large.

The BCED Program Manager receives applications for the program, and then matches businesses with student consultants who have been recruited from the U of M graduate schools. The Program Manager arranges and facilitates meetings, coordinates all projects, provides guidance to the students on project matters and monitors projects from inception to completion.

**BUSINESS OWNERS PLEASE NOTE:** In considering your request, be advised that students are only required to expend approximately 50-60 hours each on the project for the duration of the school semester (approximately 3-4 months). One to three students are assigned to a project, depending on the scope and type of project. This is not an internship, but rather a student project, so please adjust your request accordingly.

## **BUSINESSES THAT PARTICIPATE IN THE PROGRAM MUST:**

- Be a minority-, woman- or disabled-owned business.
- Be located in the nine-county metro area surrounding Minneapolis & Saint Paul, Minnesota.
- Be in business a minimum of three years.
- Be willing to freely share data with students, including financial information.
- Be willing to adjust their schedule to meet with students.
- Respond promptly to office and student requests for information.
- Be able to pay an administrative fee of \$100.00.

## **Consulting assistance is available in the following areas:**

- Market Research and Analysis
- Management Info. Systems
- Marketing Plan Development
- Business Plan Development
- Strategic Planning
- Operations Management
- Supply Chain Management
- Finance and Accounting
- Communications
- Demography Studies
- Feasibility Study
- Human Resource Management
- IT/Technology Development

## **Outcomes and Benefits for businesses participating in the program may include:**

- Increased profitability
- Increased productivity and efficiency
- Improved business processes
- New business processes
- Increased business capacity
- Improved performance



**What are your core competencies?**

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**Who is your target market and what geographical area(s) do they reside?**

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**Why do you wish to utilize our services? What do you expect for your business to gain from this experience?**

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**Please check the topical area(s) for which you are requesting technical assistance. DO NOT CHECK MORE THAN TWO CATEGORIES.**

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Market Research and Analysis</b> | <input type="checkbox"/> <b>Finance and Accounting</b>    |
| <input type="checkbox"/> <b>Management Info. Systems</b>     | <input type="checkbox"/> <b>Communications</b>            |
| <input type="checkbox"/> <b>Marketing Plan Development</b>   | <input type="checkbox"/> <b>Demography Studies</b>        |
| <input type="checkbox"/> <b>Business Plan Development</b>    | <input type="checkbox"/> <b>Feasibility Study</b>         |
| <input type="checkbox"/> <b>Strategic Planning</b>           | <input type="checkbox"/> <b>Human Resource Management</b> |
| <input type="checkbox"/> <b>Operations Management</b>        | <input type="checkbox"/> <b>IT/Technology Development</b> |
| <input type="checkbox"/> <b>Supply Chain Management</b>      | <input type="checkbox"/> <b>Other: _____</b>              |



To be considered for the Fall 2009 semester, please return this completed form by:  
Friday, September 4, 2009.

For your convenience and to ensure a faster turnaround, please apply online at:  
[www.bced.umn.edu](http://www.bced.umn.edu)

For more information, please contact:

Nedy Windham

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Email: [windh003@umn.edu](mailto:windh003@umn.edu)

Please do not submit an administrative fee at this time.  
You will be notified if your project is selected.