+impact studio

We are a studio for impact creators and innovators. Launched within the Business+Impact Initiative in 2019, our mission is to bring impactful ideas to life using business and design tools along with research expertise from our university community.

This course received an

IDEAS worth TEACHING

THE ASPEN INSTITUTE

Award for its "resilient, inclusive, sustainable version of capitalism."

+Impact Studio Course

The award-winning +Impact Studio course (BA670) helps you develop a toolkit for social innovation that is desired by top employers across several industries. In this interdisciplinary graduate course, you'll gain a mindset, a process, and a set of tools and experiences for developing impactful solutions to societal challenges.

+Impact Studio Events

Would you like to gain exposure to design thinking or advance your journey in becoming an impact designer? Are you interested in engaging with faculty in a whole new way? The +Impact Studio is home to Fireside Chats with Ross alumni and industry leaders who utilize design methodologies and social impact applications in their work. Or attend a Faculty Research for Impact workshop, and explore one of the 17 UN Sustainable Development Goals with faculty and students from across U-M.

"Diversity in teams leads to innovation. In the +Impact Studio course, I had the unique opportunity to work with other grad students on campus. We were able to bring our own perspectives and bridge broader ideas together to design solutions for communities affected by COVID-19."

– Katarina Chan (MBA '21)

MICHIGAN ROSS

In the +Impact Studio, students learn the complete design thinking process, from stakeholder research to field experimentation with prototypes.
Watch a video about the +Impact Studio

+Impact Design Lab

The Impact Design Lab's team of Applebaum Impact Design Fellows and Founders work to develop, launch, and nurture impactful ideas and help them take root in the world. As a Fellow you'll work on prototypes developed through the +Impact Studio BA670 course or engage student social innovators in advancing their impact ventures. As a Founder, you can partner with Applebaum Fellows to advance your bold new idea.

BUSINESS+IMPACT

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