

## MIT Sloan ASEAN Lab (Host Organization Introduction)

**Action Learning Labs at MIT Sloan.** Following MIT's motto, "mens et manus" (mind and hand), [MIT Sloan Action Learning](#) is a teaching method where students take what they learn in the classroom and apply it to a real business challenge. In the past 25 years almost two thousand organizations have engaged MIT Sloan MBA teams to work on their important management challenges. Recognizing the unique value proposition this program provides from both MIT's exceptional students and the guidance of its world-renowned faculty, our host companies receive fact-based, creative, and actionable recommended solutions.



**Course Objectives.** [ASEAN Lab](#) allows MIT Sloan MBA students to develop a deep understanding of the current state of the macro-economy, institutions, and country business dynamics in Southeast Asia. At the same time, it offers a hands-on opportunity to apply leading edge management frameworks, skills and analytical tools to solve real-world business problems for an ASEAN-based enterprise.

**Project Process & Deliverables.** The project element of the course pairs MBA students with organizations based in Southeast Asia. Working in four-person teams from February to mid-May, students are presented with a host company's business problem and project proposal. Using this as a starting point, teams are tasked with developing a project workplan including defining the final scope with the host organization, conducting remote research and analysis, and working onsite in the host organization for five business days in mid-March. The project deliverables include options and recommendations for the host organization's problem, supported by the team's research, analysis, insights, and conclusions. Often the project involves developing data and analytical models that are part of the team's work product to the host organization.

**Host Organizations & Projects.** ASEAN Lab works with a variety of organizations: Leading local/regional companies in Southeast Asia, ASEAN operations of Multinationals, growth stage Small to Medium Enterprises (SMEs), State Owned Enterprises and Social Businesses (including philanthropies and NGOs). Host organizations are asked to provide a project executive sponsor who has ownership of the project's business area along with a host primary contact who will have day-to-day responsibility for engaging with and giving direction to the project team.

Project content covers the range of management issues that leadership teams face such as: business strategy, new business development, market entry, AI/data analytics, operational efficiency, logistics, sales and marketing strategy, organization / human resource development, and financial strategy. Each project team is supported by an MIT Sloan faculty mentor and has access to MIT-wide resources.

**Value to Host Organizations.** MIT Sloan MBA teams are a unique resource. They average 29 years of age, have exceptional academic backgrounds, and 5 years of work experience in a wide range of industries including consulting, new ventures, life sciences, fintech, technology-based organizations, private equity, manufacturing, software/internet, artificial intelligence, and social media.

**Host Application.** To be considered to sponsor an ASEAN Lab project in the Spring 2026, please [apply online by January 15, 2026](#).

**For further information, please contact John Grant ([jcgrant@mit.edu](mailto:jcgrant@mit.edu)) and Rachel Card ([card@mit.edu](mailto:card@mit.edu)).**