

Fuqua Client Consulting Practicum Application Guide

Thanks for your interest in providing our Daytime MBA students an educational opportunity through the Fuqua Client Consulting Practicum (FCCP)!

This guide previews the questions we'll ask you in your application to our Daytime MBA program. You don't need to use it, but it can be helpful as you and your team consider the business challenge you'd like to bring to our students. We've found that some organizations appreciate the ability to draft responses with their team before submitting them through the online form.

We are excited to receive your application by Sept 15, 2023, via the online platform [EduSourced](#). If you have any questions, please reach out to Fiona Behm, Associate Director, at fiona.behm@duke.edu.

Project Overview

Client Organization

- Company name, address, website
- Provide a brief (one-paragraph) description of your organization.
- Provide the size of your organization in revenues and employees.

Project Details

- Project name
- Category: *Strategy, Marketing, Operations, Finance, Other*
- Project description (Two sentences that describe the main business challenge)
- Summary statement (Elaborate on the business challenge, including which key performance indicator, objective or key result would define project success. This will serve as the basis for initial scope drafting.)

Organizational Goals

To better understand your business outlook and the challenges you would like the student to address, we will ask you the following key questions and ask that you respond in 1-2 paragraphs.

- What are your company or division's short-term goals (1-2 years)?
- What are your company or division's long-term goals (3-5 years)

Client-Side Support and Context

We recommend that your organization dedicates individuals to these three roles:

1. The **Senior Champion** marshals the necessary resources across the organization and ensures that the FCCP project is consequential to the organization. The Senior Champion will communicate with key stakeholders (board members, investors, other business unit leaders) that are impacted by the project or influence its implementation success. In addition, the Senior Champion will attend several key milestone meetings, such as the project kickoff and the final presentation.
2. The client-side **Project Lead** provides regular guidance and support to the FCCP team. In addition to attending key milestone meetings, the Project Lead attends regularly scheduled checkpoint meetings with the FCCP team.
3. The **Data Access Manager** assists the student team in accessing internal data supporting the project. This may be the same person in small organizations as the Project Lead.

- Please provide the names, titles, emails, and phone numbers of those you believe would best fit the roles above.
- *FCCP projects involve knowledge sharing of your organization and industry. Exposure to your organization's internal business environment is essential to support the learning objectives of our program. Will you be in a position to provide relevant data and company information (e.g., financial reports, marketing analytics) to the project team by January when the project starts?*

Your Experience with Fuqua and Your Organization Background

- Have you previously worked with a team of students from Fuqua? If yes, could you tell us more about that engagement? What was the program and the year of the engagement?
- How did you learn about FCCP?
 - Duke/Fuqua personnel
 - Friend/industry contact
 - Website
 - Other (list below)
- Name of the person who told you about FCCP or other relevant connections with Duke and Fuqua you would like to describe. *This can help us better understand your project and the context for the school.*
- Which of the following apply to your organization (check all that apply)? Please provide context.
 - Woman-owned or led
 - Black-owned or led
 - Latinx-owned or led
 - Owned or led by individuals from other historically marginalized populations
- Does your organization serve historically marginalized/underrepresented communities?
 - If yes, please describe who you are serving and in what ways.

Project Alignment

- The academic course timeline for students in FCCP runs from November through mid-April. Does this match your project delivery timeline? If not, please describe your timeline.
- Please indicate any overlap this project may have with other project teams working with you.
 - Professional consultants
 - An internal team
 - Another student team
 - Other team
 - No overlap
- Is the project based on a currently operating business or a start-up/business plan?
 - If this is a start-up/business plan, is there another part of the organization that is currently generating revenue?
 - If yes, what is the name of the division?

Travel Considerations for International Projects Only

- If Duke's travel policy and CDC guidelines allow student travel during spring break in March 2024, do you believe a one-week site visit would be an essential component of your project?
 - If yes, what is the primary travel destination, and what would be the general purpose of the visit?
 - How many employees do you have at this location?

Application Information

Diligence process

One of our 2nd Year MBA teaching assistants (Fellows) will contact you for a preliminary discussion of your project proposal by the end of September. Fellows are former FCCP students who have experienced FCCP and will now mentor a first-year student team. They assist with project diligence and promote projects once selected.

Team makeup and size

The student team comprises mainly Daytime MBA students at the Fuqua School of Business. They have an average of 5 years of work experience. Students from other schools at Duke University also participate in some projects. The team size usually is five students and varies between 4 and 6.

Project work

Students will work on your project from mid-January to mid-April, which includes regular meetings, emails, and reviews with your designated Project Lead. Each student will typically dedicate 6 hours of project work per week during this period, except during exams and academic breaks.

Confidentiality and Fees

FCCP Confidentiality Agreement

Please find our standard form of [Confidentiality Agreement](#) ("CA") at the end of this guide, which each student will sign as a condition of acceptance into the FCCP program. This CA has been used in the past by FCCP; FCCP clients have also found that it sufficiently protects their interests.

We understand that some clients may have their own form of CA. However, we have also found in our experience that many clients' CAs also contain language that could be construed as considering FCCP students as employees or paid consultants or vendors to the client.

In order to protect both our students and the FCCP Client from any unintended consequences (for example, international students who are not permitted to work in the U.S. without an H1B visa, or immigration or minimum wage issues for FCCP Clients if students are deemed to be employees or consultants to the FCCP Client), we strongly urge adoption of this form.

- Will the standard FCCP CA meet your needs?
 - If no, please provide the name and contact information of the company representative we can contact to discuss a mutually acceptable CA.

Program Administration Fees

The FCCP charges you (the Client) a per-project Administrative Fee for participation. Our goal is to develop long-term partnerships in which clients enjoy the benefits of engaging with a talented and motivated team of MBA students while also contributing to their learning experience. Our administrative fee is \$10,000 per student team. For non-profit organizations and small businesses (less than \$10 million in annual revenue) the administrative fee is \$1,000. *This administrative fee helps cover a portion of the operational cost of the program. This is not a fee for services provided.*

- Please provide the name and contact information of the person in your organization who will process/approve the administrative fee.

When requested, in past years, FCCP has considered partial Administrative Fee grants. It is helpful for us to understand the magnitude of your operating budget and how this project will fit, given other priorities in your organization. We seek to provide financial support where it can enable an organization to participate in FCCP, while allowing for a fee that is appropriate given the size and situation of their organization.

- Does your organization need to pursue a grant for a portion of the administrative fee?
 - If you are making a grant request, what is the amount of the grant?
 - Please elaborate on your financial need for the grant request.