

The Fuqua Client Consulting Practicum MMS Program



Provide a real learning opportunity

The Fuqua Client Consulting Practicum (FCCP) is an experiential learning course at Duke University's Fuqua School of Business where our students apply their skills to your organization's most compelling business challenges. This year, over 200 students in the Masters of Management Studies (MMS) program will take FCCP as a core course, with groups of 20 students working with one client across a variety of workstreams. We invite you to partner with our program office and experienced ex-consultant faculty instructors in creating a meaningful, real-world learning opportunity – and benefit from the insights that 20 sharp, early-career business students will bring to your organization.

Get to know your MMS student team

MMS students are recent college graduates who come to Fuqua for an accelerated 10-month graduate program to develop strong business acumen before starting a business career. They typically have less than one year of work experience and an average age of 23, which means you'll be mentoring early-career business analysts from all over the world who are excited to learn about the American corporate environment as they bring multiple fresh perspectives to your organization's project challenge. Two teams will tackle your project objective simultaneously, giving you more opportunities for meaningful insights and recommendations for your business.

Bring students a compelling project

FCCP prioritizes strategy and growth projects. We seek in FCCP to have our students develop data-driven recommendations that answer a real business problem or question within your organization. We are looking for projects that will involve knowledge sharing of your organization and industry, interviews with your client project team and others in your organization, analysis of some internal data, and even potentially talking with some of your current or prospective customers. Exposure to your organization's internal business environment is essential to support the learning objectives of our program. This approach also benefits our clients because it results in a set of recommendations of real value.

Common projects

New product or service offering

"How should we order and prioritize upcoming project rollouts?"

Customer focus

"Who are our true target customers?
Which new segments should we target?"

Profitability

"How can we improve profitability by 5% over the next two years?
How can we reverse profit decline?"

Market study

"How can we become the #4 player in the market by the end of next year?"

Your commitment



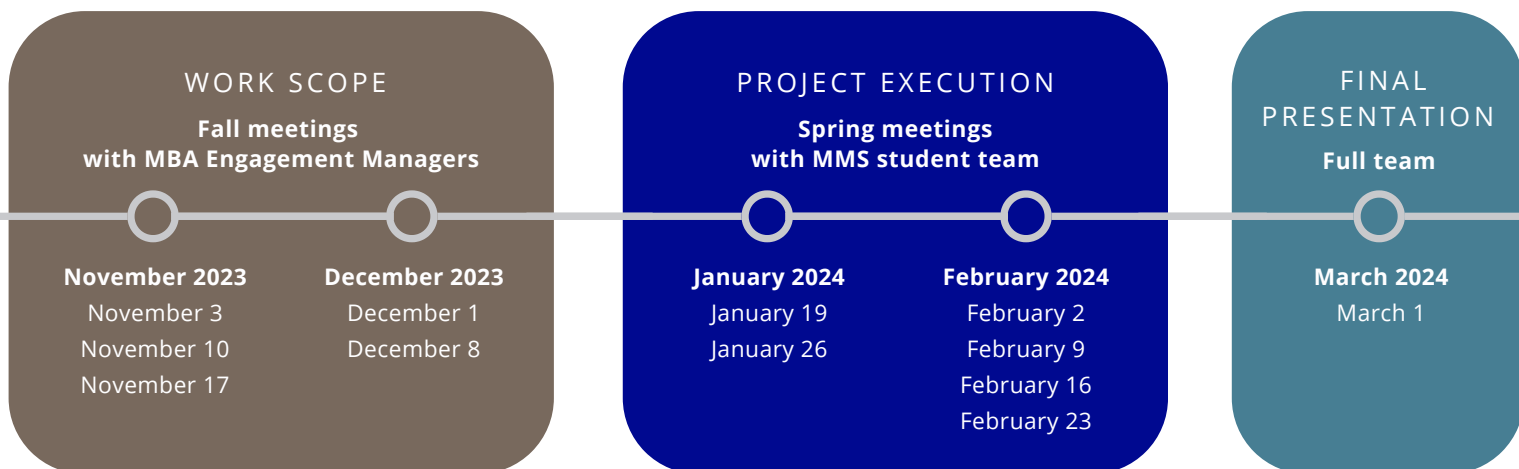
Meet with students 1-2 hours per week during 12 weeks of the active project

The day-to-day contact for students at your organization ("Project Lead") must be available weekly for 1-2 hours on Friday mornings during the active project. In the first six weeks, you'll meet weekly with your second-year MBA Engagement Manager to scope the project, determine data requirements, and finalize the work streams for the MMS student team. In the Spring (or the last six weeks of the project), your weekly meetings will include the Engagement Manager and your MMS student team members. The project culminates in a final presentation that captures the team's analysis, insights, and actionable recommendations.



Be responsive to student requests throughout the engagement

Serve as a true partner on this real-world project. Students need access to your data and insights to provide value back to you, so please be responsive to requests throughout the engagement. This will ensure that students can deliver quality work on time.



Agree to use Duke's standard Confidentiality Agreement (CA)

FCCP is an experiential course for credit, and our standard Fuqua Confidentiality Agreement (CA) reflects the academic nature of this experience. Clients participating in FCCP should expect to sign our CA and provide relevant company information, as needed, to ensure the quality and completion of their student team's consulting project. Students must also sign this form and agree to keep confidential any business information provided or gleaned from the FCCP experience with the client. Clients should note that our CA allows students to list this experience on their resumes and LinkedIn profiles in a limited fashion while acknowledging they are participating in an academic course. Our career team will review and instruct on the format and content (see the example below).

Student resume and LinkedIn example

COMPANY NAME

Student Consultant, Fuqua Client Consulting Practicum

Durham, NC

2023 - 2024

- Interviewed 12 current clients to identify opportunities for growth in customer service.
- Analyzed 5+ years of customer feedback to pinpoint strengths and weaknesses from survey data.
- Identified strategies to improve customer satisfaction by 25% over the next three years.

Project snapshot: Oracle



Oracle was seeking to leverage its existing market position to ride the coming 5G wave and approached the Fuqua Client Consulting Practicum for a fresh perspective. The MMS project team was tasked with identifying an attractive market segment to pursue given the rollout of 5G. This required the team to delve deeply into the technology itself, the patterns and trends that were emerging from the rollout of the technology, and the best opportunity for Oracle to capitalize on these emerging patterns.

Though this was a daunting challenge to try to tackle in a very short time, the team dove in with curiosity and enthusiasm. Thanks to the steady guidance from MBA '01 Wes Tilley, VP of Communications Cloud Software at Oracle, along with the client team he assembled at Oracle, the team was able to deliver an ecosystem-based platform recommendation in the gaming space that was well received.

Positive growth through these real-world FCCP engagements does not happen by accident. It requires the context created from having a willing collaborator like Oracle who engages with FCCP faculty, second-year MBA engagement managers, and the MMS student teams themselves to co-create the work every step of the way. The result of this collaboration is a truly transformative learning experience for the students – and a big-value deliverable for clients.

“We challenged students with a project that was timely and relevant. We wanted them to have a true experience of working in a team dealing with product strategy and direction. They had a lot to learn, but dove right in and performed beyond our expectations. Not only did they absorb the information and technology, but came up with ideas that we had not thought of.”

WES TILLEY, MBA '01, VP OF COMMUNICATIONS CLOUD SOFTWARE AT ORACLE

Partner with us

As the FCCP program transitions to a required class for MMS students this year, our project partners will be highly visible within the curriculum at Fuqua. We are seeking a limited number of organizations open to this partnership model that can provide a compelling business challenge and benefit from engaging with an MBA student leader and a team of MMS student analysts.

There is no fee to participate in this program. The program office will accept applications from project partners who fit the criteria on a rolling basis until spots are filled.

If you are interested in this program, [please apply by Sept 29](#). All project partners will need to be onboarded before Oct 13. To learn more, contact Fiona Behm: Fiona.behm@duke.edu or 919-660-7991.

