

# 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 four teams of students providing a diversity of perspectives on the challenge you bring to the table. 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 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. Four teams of 5-6 students will tackle your project objective simultaneously, giving you more opportunities for meaningful insights and recommendations for your business.

## Bring students a compelling project

In MMS FCCP, we prioritize projects with a well-defined scope that relate to key metrics within your organization. We seek 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.

"[The MMS student team's] research, curiosity and insights were important to the final presentation and helped us recognize cultural trends, challenges and opportunities ahead."

**Fidelity**

"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."

**ORACLE**

## 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 Tuesdays during the active project. In the Fall (the first six weeks of the project), you'll meet with your second-year MBA Engagement Managers on Tuesday mornings (11am-12pm ET) to scope the project, determine data requirements, and finalize the work streams for the MMS student teams. In the Spring (or the last six weeks of the project), your Tuesday touch points (either 11am-12pm ET or 2pm-3pm ET) will allow for each MMS student team to connect with you. The project will culminate in a final 90 minute presentation on February 18th 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.



### Complete the FCCP Master Agreement

To participate in FCCP and support FCCP students, your organization and Duke University must complete a Master FCCP Agreement, which establishes the confidentiality terms. In addition, a separate FCCP Project Agreement will outline the specific confidentiality terms for each project. Students are also required to sign a Student Acknowledgment form, confirming their agreement to both the Master and Project Agreement terms. Clients should note that the Master Agreement allows students to reference this experience on their resumes and LinkedIn profiles in a limited manner, indicating their participation in an academic course. Our career team will review and provide guidance on the appropriate format and content (see the example below).

## Student resume and LinkedIn example

### COMPANY NAME

*Student Consultant, Fuqua Client Consulting Practicum*

- 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.

Durham, NC

2024 - 2025

## Project Examples

When submitting a project proposal, client partners should identify one key question to focus the work of their four teams, each comprising five students. Due to the limited timeframe and the experience level of the students, FCCP projects in the MMS program should be designed with a narrow scope and a clearly defined project objective. This approach allows teams to delve into specific solution areas, providing a range of insights and recommendations. Below are some example projects that fit this model:

### **Market Entry Strategy**

Is entering this new market segment or area viable to achieve our revenue goals?

### **Operational Efficiency Improvement**

Where can we streamline operations to achieve cost savings and improve profitability?

### **Product or Service Innovation**

What new products or services should we develop to meet market needs and achieve our revenue growth targets?

### **Digital Transformation Strategy**

What digital improvements will enhance customer experience and operational efficiency to drive revenue growth and cost savings?

### **Strategic Partnership Assessment**

Which partnerships align strategically with our revenue and profit goals?

### **Customer Segmentation**

Who are our target customers, and how can we reach them to meet our revenue and profit goals?

### **Competitive Analysis & Positioning**

How can we differentiate ourselves from competitors to increase revenue and market share?

### **Sustainability Strategy**

How can we integrate sustainable practices to reduce cost and enhance profitability?

### **Market Research & Insights**

What market trends and consumer behaviors can drive revenue and profit growth?

### **Brand Positioning**

How can we refine our brand and marketing strategies to increase customer engagement and achieve revenue targets?

## Partner with us

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 two MBA student leaders and teams 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 13](#). All selected project partners will be notified by Oct 15. To learn more, contact Fiona Behm at [fiona.behm@duke.edu](mailto:fiona.behm@duke.edu) or 919-660-7991.

[Submit an Interest Form](#)

[Submit a Project Proposal](#)