

Fuqua Client Consulting Practicum

Daytime – Application Overview



Thank you for your interest in being part of the Fuqua Client Consulting Practicum (FCCP) for the Daytime MBA program. This document allows you to share the application materials with key stakeholders and draft your responses before submitting your application on the [FCCP project submission page](#).

If you have any questions, please contact Fiona Behm, Director of Experiential Learning, at fiona.behm@duke.edu.

Project Lead Contact Information

- Project Lead - Provides regular guidance and support to the FCCP team. In addition to attending key milestone meetings, the Project Lead also attends regularly scheduled checkpoint meetings with the FCCP team.
 - o This contact will be active. Active contacts will receive surveys and notifications.
 - o Name / Email / Phone Number / Department / Title

Organization Details

- Brief description
- Address
- Website link
- Type
 - o For-profit / Non-profit / Government / University Affiliate

Additional Client Team Contact Information

- Senior Champion - 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.
 - o This contact will be active. Active contacts will receive surveys and notifications.
 - o Name / Email / Phone Number / Department / Title

- Data Access Manager - The Data Access Manager assists the student team in getting access to internal data that will support the project. In small organizations, this may be the same person that serves as the Project Lead.
 - o This contact will be active. Active contacts will receive surveys and notifications.
 - o Name / Email / Phone Number / Department / Title

Project Information

- Project Name
- Category
- Description
 - o Briefly describe the main business challenge for this project. What key question(s) do you want addressed?

- Summary
 - o Please provide one or two sentences to describe your project to students. Do not include sensitive information.

Client/Project Details

- Please share what success would look like for this project. Include relevant key performance indicators, objectives or key results for evaluating success. These success benchmarks will serve as the basis for initial scope drafting.

- What are your company/division's business short term goals in the next 1-2 years? Your answers here will provide context to the project.

- What are your company/division's business long term goals in the next 3-5 years? Your answers here will provide context to the project.

- **Note:** One of our second-year MBA students, which we refer to as an FCCP Fellow, will reach out to you for a Project Review call to discuss your project proposal. Expect this outreach between September 25-October 11. This call with the Fellow will provide an opportunity for you to refine your proposal with the input of a student that has completed

FCCP, and our Fellows also help us determine which projects to present to the student body.

- 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?
 - o Yes/No
- Have you previously worked with a team of students from Fuqua?
 - o Yes/No
 - o If yes, tell us more about that engagement. What was the program and the year of the engagement?
- How did you learn about FCCP?
 - o Duke/Fuqua personnel
 - o Friend/industry contact
 - o Website
 - o Media article or web page
 - o Other
- The academic course timeline for students in FCCP runs from December through 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.
 - o No overlap: there are no current or planned projects that will overlap with the FCCP project described.
 - o Professional consultants: there is a professional consultant working on a project that will overlap the FCCP project.
 - o Internal team: there is an internal project team working on a project that will overlap the FCCP project.
 - o Volunteers/student team: there is a team of volunteers or students working on a project that will overlap the FCCP project.
 - o Other team: there will be some other form of overlapping project team.
- This project is based on:
 - o A currently operating business
 - o A start-up/business plan with no revenues
- If this is a start-up/business plan, is there another part of the organization that is currently generating revenue?
 - o NA/Yes/No
 - o If yes, what is the name of the division?

- **Travel considerations (International Projects Only):** Fuqua will follow Duke policy and CDC guidelines with respect to student travel during the academic year for international academic engagements.
- If Duke allows student travel during the spring break in March (2-16), do you believe a one week site visit would be an important component of your project?
 - o Yes/No
 - o If yes, what is the primary travel destination? (City, country, address)
 - o What would be the general purpose of the site visit (headquarters visit, regional office, new market, other)?

- o How many employees do you have at this location?

Master Agreement

Thank you for your interest in applying to the Fuqua Client Consulting Practicum (FCCP). By participating, you support Fuqua students in their academic pursuits and provide them with the opportunity to contribute to your organization through the preparation and delivery of consulting reports as part of their FCCP course (each, an 'FCCP Project'). To participate in FCCP and support FCCP Students, your organization and Duke will need to complete the following two agreements before your organization is accepted into FCCP and project work begins;

1. FCCP Master Agreement

An authorized representative of your company and Duke University will need to enter into an FCCP Master Agreement with Duke (“Master Agreement”) that sets forth terms and conditions that are applicable to each specific FCCP Project that you might provide support for over the course of the three-year term of the Master Agreement.

2. FCCP Project Agreement

The Master Agreement includes a template ([Annex 1](#)) that we will use to create an agreement, to be signed by authorized representatives of your organization and Duke University, for each specific FCCP Project that your organization agrees to support (each, an “FCCP Project Agreement”). The Template incorporates the terms and conditions of the Master Agreement and includes the details of the FCCP Project.

In addition, FCCP students will sign one agreement as follows:

Student Acknowledgement

The Master Agreement contains terms and conditions that the FCCP Students must follow. Once an organization and Duke University sign an FCCP Project Agreement, the FCCP Students who will be preparing and delivering consulting reports to the organization will sign a letter from Duke University, copied to the organization, in which they acknowledge the FCCP Project Agreement and agree to abide by all terms and conditions therein which are applicable to FCCP Students.

Please click on the links below to download and review the **Master Agreement**, which includes the FCCP Project Agreement Template attached as Annex 1, specific to your region:

- [Master Agreement for US-based organizations](#)
- [Master Agreement for organizations based outside the US](#)

While we expect that many organizations will be able to sign the Master Agreement, we realize that its insurance requirements may be difficult for some smaller or international companies.

If you have any questions or concerns before completing an application, please reach out to Dr. James Emery by email at fccp@fuqua.duke.edu

Administrative Fee

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. In operating the FCCP, Fuqua incurs specific costs to administer and support FCCP that go beyond the costs for Fuqua to provide its standard courses, which costs are covered by student tuition and course material fees charged to students. This is not a fee for services provided.

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. We will send you the fee invoice in December, only in the event that you are successfully matched with a student team for your project. The invoice is due in 30 days.

- 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. Does your organization need to pursue a grant for a portion of the administrative fee?
 - o Yes/No
- If you are making a grant request, what is the amount of the grant?
- Please elaborate on your financial need for the grant request. 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 try 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.

Application Acknowledgement

In submitting this application to offer a student consulting project under the Fuqua Client Consulting Practicum course (FCCP) on behalf of my organization (Client), I agree to the following terms.

- I acknowledge this application does not include any material non-public information.
- I agree to participate in the Project Review call with a second year MBA student, which will not include any material non-public information.
- I acknowledge that participation in a Project Review call does not guarantee that my organization will be selected for an FCCP project.
- I agree that students will not be asked to perform any activity which violates any statute in the United States of America or any other country in which project takes place.
- I agree to notify the FCCP Office at fccp@fuqua.duke.edu if any information in this application materially changes.
- I agree that in order for my organization and the project proposed in this application to be accepted into the FCCP, the FCCP Master Agreement, the FCCP Project Agreement and Student Acknowledgement must be completed and signed by the relevant parties. I acknowledge that the Master Agreement and each FCCP Project Agreement (1) represent the entire understanding between the Parties and FCCP Students with respect to the subject matter of the Agreements, and (2) supersede all contemporaneous and previous statements, representations, agreements, and understandings between the Parties and FCCP Students, however expressed, that relate to the subject matter of this Master Agreement and an FCCP Project Agreement.

- Yes/No