

The Fuqua Client Consulting Practicum



Partner with Fuqua MBA students in FCCP

The **Fuqua Client Consulting Practicum (FCCP)** is an experiential learning course where small teams of MBA students collaborate with organizations to address strategic and operational business challenges. Through this collaboration, clients benefit from fresh insights and data-driven recommendations, while students gain practical consulting experience and deepen their understanding of functional or sector-specific issues.

What you can expect as a client partner

Strategic Problem-Solving: Teams of 5 MBA students use consulting frameworks to structure your business challenge, define the project scope, conduct research, and deliver a midpoint and final presentation.

Guidance & Support: Each team is supported by a Fuqua faculty advisor who provides academic instruction and evaluation. In addition, a second-year MBA student, known as an FCCP Fellow, mentors the team and supports their process and deliverables.

Confidentiality: Each FCCP Project is subject to standard confidentiality obligations, which will be set forth in the FCCP Master Agreement. FCCP Students are required to confirm their understanding of, and agreement to, these terms.

What makes a strong FCCP project?

We invite proposals from organizations across a wide range of industries, including healthcare, tech, energy, nonprofit, entertainment, sports, and social impact. Ideal projects:

- Address a meaningful strategic or operational business challenge
- They are important to your organization, but not time-sensitive
- Include a dedicated sponsor and two project leads who can meet regularly with the team and facilitate access to internal resources
- Have at least 25 full-time employees and over \$1M in revenue

Example Project Types

Go-to-Market Strategy

Refined Dell's GTM strategy in Security (Dell)

Product Development

Made recommendations for improving the clinical trial process (Duke Clinical Research Institute)

Competitive and Market Assessment

Identified high-potential strategies tailored to key regions, evaluating risks and opportunities (FMC Corporation)

Market Expansion

Developed a US launch strategy for a new childhood vaccination (Sanofi)

Digital Transformation

Made recommendations for entering the digital banking space (M&F Bank)

Marketing Strategy

Developed a strategy to increase subscribers and merchandise revenue while optimizing the email marketing strategy (The Underbelly)

[View past projects](#)

What are the expectations of client partners?

Mentorship Mindset: Be supportive and responsive. Treat this as both a student learning experience and a real consulting engagement. Commit to active communication and regular meetings.

Identify Engaged Project Leads and an Executive Project Sponsor

- Executive Project Sponsor: Senior stakeholder ensuring project relevance and organizational buy-in. Attends milestone meetings (2-4 key meetings).
- Two Project Leads: Primary contacts for the student team. Provide guidance, review work, join regular meetings, and help students access internal resources (1-4 hours per week).

Sign the FCCP Master Agreement before Sept 5: Participation in the program requires client partners to sign our Master Agreement, which outlines the terms of the partnership, including confidentiality. You can review the agreement in advance [here](#) and reach out with any questions.

Additional Program elements:

Travel (Optional): If deemed essential by the client, students may travel for ~8 days over Spring Break (March 1–15). Travel is student-funded.

Program Fees: There are no fees for the 2025–26 academic year. However, for relevant projects, we recommend that clients allocate a budget to support any planned research activities.

How the Process Works

Submit a Project Proposal Apply by Sept. 5	Project Promotion Week of Oct. 27	Team Assignments Nov. 18	Project Prep Phase Nov. 19 - Dec. 9	Project Execution Jan. 15 - April 17
Your submission outlines the business challenge and organization goals. Proposals are reviewed and selected clients are contacted for a follow up call with an FCCP Fellow between Sept. 17–Oct. 10.	Selected projects are presented to First-Year MBA students during FCCP Info Sessions during the first week of Fall 2. Students then apply to FCCP and rank project preferences.	Teams are matched based on skills and preferences. Clients are notified of their student team assignment.	Students participate in a kickoff class, then schedule a Project Introduction call with their client for relationship building and orientation to the project.	Teams finalize the scope with their client and begin intensive project work, culminating in a final presentation and deliverables in April.

Ready to Get Started?

We'd love to explore how FCCP can support your strategic priorities.

- Complete our [Client Interest Survey](#) to explore program fit
- Visit [our website](#) to learn more and download the proposal guidelines

Ready to apply? Submit your project proposal by **Sept. 5**

[Apply Now](#)

Get in Touch
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