

# Fuqua Client Consulting Practicum

## MMS – Application Overview



Thank you for your interest in being part of the Fuqua Client Consulting Practicum (FCCP) for the Master of Management Studies (MMS) 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](mailto:fiona.behm@duke.edu).

### Project Lead Contact Information

- **Executive Project Sponsor** - Ensures the project is consequential to the organization, communicates with key stakeholders (such as board members, investors, other business unit leaders) impacted by the project or who influence its implementation success. The Project Sponsor attends several key milestone meetings.
  - This contact will be active. Active contacts will receive surveys and notifications.
  - Name: \_\_\_\_\_
  - Email: \_\_\_\_\_
  - Phone Number: \_\_\_\_\_
  - Department: \_\_\_\_\_
  - Title: \_\_\_\_\_

### Organization Details

- Brief description

- Address: \_\_\_\_\_
- Website link: \_\_\_\_\_
- Type
  - For-profit / Non-profit / Government / University Affiliate

## Additional Client Team Contact Information

- **Project Lead 1** - Project Leads are the main point of contact with the students. They provide regular guidance, review project materials, and attend regularly scheduled checkpoint meetings to ensure challenges are addressed. They also would assist the student team with gaining access to necessary internal data.
  - This contact will be active. Active contacts will receive surveys and notifications.
  - Name: \_\_\_\_\_
  - Email: \_\_\_\_\_
  - Phone Number: \_\_\_\_\_
  - Department: \_\_\_\_\_
  - Title: \_\_\_\_\_
- **Project Lead 2** - Project Leads are the main point of contact with the students. They provide regular guidance, review project materials, and attend regularly scheduled checkpoint meetings to ensure challenges are addressed. They also would assist the student team with gaining access to necessary internal data.
  - This contact will be active. Active contacts will receive surveys and notifications.
  - Name: \_\_\_\_\_
  - Email: \_\_\_\_\_
  - Phone Number: \_\_\_\_\_
  - Department: \_\_\_\_\_
  - Title: \_\_\_\_\_

## Project Information

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

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

## Project background and context

Building on your summary above, please describe the broader context and strategic importance of this project for your organization. Why is this challenge timely, and how does it connect to your current goals, priorities, or pain points?

Clearly define the core issue or key question(s) you would like the student team to explore. If there are specific outcomes or deliverables that would make this engagement successful, please outline them here. Please also include any constraints or considerations that would help students succeed.

Limit your response to three paragraphs.

- **Note:** A member of the FCCP team may reach out for a call to discuss your project proposal. Projects are reviewed on a rolling basis and help us determine which projects will be a good fit for our MMS student teams.
  
- 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 December?
  - Yes
  - No
  
- Have you previously worked with a team of students from Fuqua?
  - Yes
  - No
  - If yes, 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
  - Email Outreach
  - FCCP Website
  - Friend/industry contact
  - Fuqua alum
  - Other:

### Project Timing

Due to the structure of the course, we ask that you commit to the meeting dates and times listed below (required for participation).

### Fall 2 (MBA Scoping)

Dates: 11/11, 11/18, 12/2, 12/9

Times: 1:00-2:00 PM ET

Meet with two MBA Engagement Managers to define project scope and work plan.

### Spring 1 (MMS Project Team Phase)

Dates: 1/27, 2/3, 2/10, 2/17

Times: 10:00-11:00 AM ET or 1:00-2:00 PM ET

Meet with MMS student teams and Engagement Managers for 60 minutes. Final presentations on 2/17 (90 minutes).

For the Spring, please indicate your preferred time slot(s) below:

- 10:00-11:00 AM ET
- 1:00-2:00 PM ET

- Please indicate any overlap this project may have with other project teams working with you.
  - No overlap: there are no current or planned projects that will overlap with the FCCP project described.
  - Professional consultants: there is a professional consultant working on a project that will overlap the FCCP project.
  - Internal team: there is an internal project team working on a project that will overlap the FCCP project.
  - Volunteers/student team: there is a team of volunteers or students working on a project that will overlap the FCCP project.
  - Other team: there will be some other form of overlapping project team.
- This project is based on:
  - A currently operating business
  - 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?
  - NA
  - Yes
  - No
  - If yes, what is the name of the division?
  
- **Travel considerations:** All MMS projects are conducted virtually. Due to the limited timeframe and the experience level of the students, there is no travel associated with FCCP projects in this program. Exceptions can be made for companies based in the Raleigh-Durham area.
- If your company is located within one hour of the Raleigh-Durham area, would a site visit be an important component of your project?
  - Yes
  - No
  - If yes, what is the primary travel destination? (City, country, address)

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  - What would be the general purpose of the site visit (headquarters visit, regional office, new market, other)?

- How many employees do you have at this location? \_\_\_\_\_

## Master Agreement

To participate in FCCP and support FCCP Students, your organization and Duke will complete an FCCP Master Agreement before your organization is accepted into the program and project work begins. Each FCCP project will be governed by the terms of an FCCP Project Agreement, which will be finalized at the start of each FCCP project.

- **FCCP Master Agreement.** An authorized representative of your company and Duke University will enter into an FCCP Master Agreement with Duke (“Master Agreement”) that sets forth terms and conditions that are generally applicable to each specific FCCP Project that you might provide support for over the course of the three-year term of the Master Agreement.
- **FCCP Project Agreement.** The Master Agreement includes a template (Annex 1) that the FCCP Program will use to create an agreement for each specific FCCP Project that your organization agrees to support (each, an “FCCP Project Agreement”), which will also be signed by authorized representatives of your organization and Duke University. Each FCCP Project Agreement 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 project deliverables to the organization will acknowledge in writing their review of the FCCP Project Agreement and agree to abide by all terms and conditions therein that are applicable to FCCP Students.

Please click on the links below to download and review the template **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 the FCCP team at [fccp@fuqua.duke.edu](mailto:fccp@fuqua.duke.edu).

## 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](mailto: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