

The Fuqua Client Consulting Practicum

Partner with Fuqua MMS students in FCCP

The **Fuqua Client Consulting Practicum (FCCP)** is a core experiential learning course where small teams of Master of Management Studies students provide diverse perspectives on the challenge you bring to the table. Through this collaboration, clients benefit from fresh insights and data-driven recommendations, while early-career students gain practical consulting experience and deepen their understanding through a real-world learning opportunity.

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 students will tackle your project objective simultaneously, giving you more opportunities for meaningful insights and recommendations for your business.

What makes a compelling project?

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.

Ideal projects:

- Have a narrow scope and clearly defined project object objective
- Identify one key question to focus the work of their four teams, each comprising five students
- 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

sites.fuqua.duke.edu/fccp/ | fccp@fuqua.duke.edu

Example Project Types

Market Entry Strategy

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

Customer Segmentation

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

Operational Efficiency Improvement

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

Competitive Analysis & Positioning

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

Brand Positioning

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

Sustainability Strategy

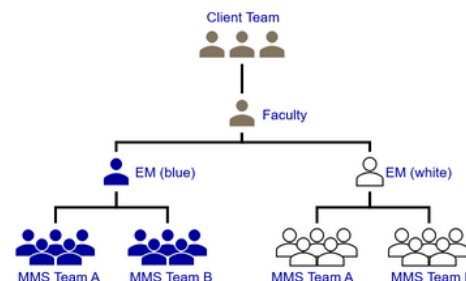
How can we integrate sustainable practices to reduce cost and enhance profitability?

[View past projects](#)

DUKE
FUQUA
SCHOOL OF BUSINESS

What's expected of you as an MMS FCCP Client Partner?

- **Stay Responsive:** Be an active partner—students rely on your feedback and data access to produce high-quality, timely work.
- **Sign the FCCP Master Agreement before Sept 5:** 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. Participation in the program requires client partners to sign our Master Agreement before Sept 5. You can review the agreement in advance [here](#) and reach out with any questions.
- **Weekly Engagement (1–2 hrs/week):** Respond to emails from one lead on the student team and meet with students on Tuesdays listed below during the 12-week project.



Phase	Dates	Time	Details
Fall 2 (MBA Scoping Phase)	11/11, 11/18, 12/2, 12/9	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)	1/27, 2/3, 2/10, 2/17	10:00–11:00 AM ET or 1:00–2:00 PM ET	Meet with MMS student teams and Engagement Managers for 60mins. Final presentation on 2/17 (90 min).

Additional Program Elements

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 Engagement Manager, mentors the team and supports their process and deliverables.

Travel: All projects in this program are conducted virtually. Travel to companies within one hour of Duke for a site visit or presentation can be arranged, if requested.

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.

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 proposal guidelines

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

[Apply Now](#)



Get in Touch
Fiona Behm: fiona.behm@duke.edu