

Engage with MMS students to address a business challenge

Fuqua Client Consulting Practicum (FCCP)

Is Fuqua Client Consulting Practicum right for your business?

- For companies seeking **fresh perspective** on business challenges
- Receive **business insights and in-depth research** from Master of Management Studies students
- Backed by a **rich program history** through The Fuqua School of Business, having served more than 500 clients in over 30 years of operations
- **We partner with emerging companies** in the Research Triangle area that are experiencing both strong growth and have meaningful scale
- Your dedicated team of 4 to 5 students bring **diverse perspectives** over a 3 month project engagement
- **MMS Project teams** are guided by a **second year MBA student project leader** (who serves as an Engagement Manager) and supported by a Fuqua faculty advisor
- Students typically dedicate 6 to 10 hours per week per student
- **Client-side commitment:** For the best client experience, we recommend both a senior champion and a day-to-day team contact
- Covered under a **Confidentiality Agreement**

Project Examples

Teamworks | Comprehensive assessment of this athlete-targeted software company's client onboarding process, and data-driven recommendations to improve user experience and reduce the customer's time to value.

TEAMWORKS

K4Connect | In-depth research to determine feasibility of entering a potential new market and recommendation for a go-to-market strategy for this company which provides technology enabled solutions for senior living communities.



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Through a well-organized market research project, the MMS team helped us better understand the market landscape and consumer expectations for a potential new product launch.”

- BIG SPOON ROASTERS



Market research to determine the opportunity for a new product line extension for this premium nut butter company, with a launch plan that includes a target customer recommendation and pricing strategy.

Adwerx | Industry analysis to identify the next vertical for this advertising technology company to target and recommendations for a business development approach to reach specific customers within that sector.



InnaVASC | Identification of a strategic partner for this medical device startup evaluating a new product launch along with insights on positioning and development of a unique value proposition.



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Student profile

Master of Management Studies (MMS) students are recent graduates from universities across the US and internationally, who come to Fuqua for this accelerated 10-month graduate program to develop strong business acumen before starting their careers in a business-related field. They typically have less than a year of work experience and an average age of 23.

Timeline

Aug 15: Client application due

Early Sept: Project evaluation – call with a student leader to discuss the project proposal

Mid Sept: Projects selected and student team matching completed

Late Sept: Clients notified of project matching outcome and next steps outlined

Early Oct: Meet student team and project preparation commences

Oct – Feb: Project work takes place in Fall 2 and Spring 1 (12 weeks)

Feb: Project deliverables and final presentation to client

FAQs

Is this a course at Fuqua? Yes, students earn 3 credit hours (graded), which is equivalent to an optional elective. Fuqua faculty provide classroom training and customized project team review meetings. Students also receive additional support from a second year MBA student advisor that we call an “Engagement Manager”.

What is the role of the Engagement Manager?

An Engagement Manager’s primary role is to guide and direct their MMS student team and set strategic work stream direction for the project. Early in the process they also review an assigned number of project applications, conduct an initial call with you to discuss project scope, and once the project is selected, have weekly reviews with their team to check on progress toward deliverables. There is a customized curriculum to train and support them in this leadership role.

How is a project scope determined? You will provide a preliminary description in the application. An Engagement Manager will review your application and arrange a call with you early in September to review the project scope and further ensure alignment between team capabilities and your desired project goals. If your project is matched with a student team, you will work directly with them to further refine and finalize a scope of work early in early October.

What are the program fees? There are no fees to participate in this program. In return for the research and actionable set of recommendations you will receive, we seek clients that can use their experience and guidance to promote learning experiences for the student team, along with providing the necessary levels of access and data to ensure a successful project.

Next steps

Need more information before you apply?

Contact fiona.behm@duke.edu, (919-660-7991) **Website:** <https://sites.fuqua.duke.edu/fccp/>

Ready to apply? Submit your proposal here <https://mmsfccp.edusourcedapp.com/submit>