



Engage with MBA 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 advice** from world-class MBA students
- Rich program history through **The Fuqua School of Business**, having served more than 500 clients in **over 30 years** of operations
- Serving **businesses of all sizes** across the **US and internationally** (startups to Fortune 100)
- Your dedicated **team of 4 to 5 students** bring diverse perspectives over a **3 month project engagement**
- 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

Serving a global client base across a diverse set of industries with historical strengths in Healthcare, Energy and the Environment, Social Entrepreneurship, Sports & Entertainment, and Technology

Anthem

(Indianapolis, IN)

Employees: 65,000; **Large Cap**

Tactical plan developed through analysis of a large data set to increase eligible member engagement with this major American health insurance company's digital offerings.

General Motors

(Detroit, MI)

Employees: 175,000; **Large Cap**

Strategic assessment of GM's role in developing an Electric Vehicle (EV) charging infrastructure and recommendation for growing the sales of GM's EV fleet, based on current and future needs of its customers.

ASHA Trust

(Johannesburg, South Africa)

Employees: 10; **Non-Profit**

Operational improvement to the design and delivery of ASHA's education training offerings with the focus on enhanced scalability through cost reductions and dependence on in-person delivery models.



Teamworks

(Durham, NC)

Employees: 50; **High Growth**

Market opportunity assessment and development of a go-to-market strategy for a rapidly growing sports technology platform.

NZ Ministry of Business, Innovation, and Employment

(Wellington, New Zealand)

Employees: 150; **Government Institution**

Market research and feasibility study to identify international agency partners with aligned interests to join a coalition supporting the growth of small to medium-sized enterprises.

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The FCCP Team brought diverse views into a complex problem and were able to provide outside value and expertise that clarified new dimensions and potential solutions to our problem.”

CISCO
GLOBAL WORKPLACE
INNOVATION GROUP

“

Start-ups have many challenges. One is access to top talent with critical thinking skills. The FCCP program gave us access to an independent body of critical thinkers to help us solve some serious strategic and operational questions. We were very pleased.”

MICROCLINIC
TECHNOLOGIES LTD

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Timeline

| | |
|-------------------|---|
| Oct 15: | Client application due |
| Oct - Nov: | Project evaluation – call with a student leader to discuss the project proposal |
| Mid Nov: | Projects presented to all FCCP students |
| Late Nov: | Projects selected and student team matching completed |
| Mid Dec: | Clients notified of project matching outcome and next steps outlined |
| Late Jan: | Meet student team and project preparation commences |
| Mid Feb: | Students finalize project scope |
| Jan-May: | Project work |
| Late May: | Project deliverables |

FAQs

Is this a course at Fuqua? Yes, students earn 6 credit hours (graded), which is equivalent to two traditional electives. Fuqua faculty provide classroom training and customized project team review meetings. Students also receive additional support from a second year student advisors that we call “Fellows”.

How is a scope determined? You will provide a preliminary description in the application. This information will be used to market your project opportunity to our students. If your project is matched with a student team, you will work directly with them to refine and finalize a scope of work early in the spring semester.

Will students travel for the project? For international projects, students often travel to the company or field visit during spring break (in March/April) which provides about 8 working days. Students cover their own travel expenses; they cannot be paid or directly reimbursed for any expenses.

What are the program fees? 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. Our administrative fee is \$10,000 per student team. For non-profit organizations and small businesses (less than \$10 million in annual revenue) the admin fee is \$1,000. This admin fee helps cover a portion of the operational cost of the program.

Are grants available? FCCP considers partial grant requests. The approval process takes into account the size and mission of your organization, as well as the financial need relative to your business unit or operating budget.

When is payment due? There is no cost to apply. Only clients matched with a student team will be issued invoices in January.

Next steps

Need more information before you apply?

Contact ben.thomason@duke.edu (919-660-8017)
Website: fccp.fuqua.duke.edu

Ready to apply?

Submit your proposal here <https://fccp.edusourcedapp.com/submit>