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 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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Timeline

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Sept 21</td>
<td>Client application due</td>
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<tr>
<td>Sept-Oct</td>
<td>Project evaluation – call with a student leader to discuss the project proposal</td>
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<td>Early Nov</td>
<td>Projects presented to all FCCP students</td>
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<td>Nov 14</td>
<td>Projects selected and student team matching completed</td>
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<td>Nov 16</td>
<td>Clients notified of project matching outcome and next steps outlined</td>
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<td>Mid Dec</td>
<td>Meet student team and project preparation commences</td>
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<td>Late Jan</td>
<td>Students finalize project scope</td>
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<td>Feb-April</td>
<td>Project work</td>
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<td>Mid April</td>
<td>Final presentations and deliverables by mid April</td>
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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) 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 administrative fee is $1,000. This administrative 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 December.

Next steps

Need more information before you apply?
Email: fccp@fuqua.duke.edu
Website: fccp.fuqua.duke.edu

Ready to apply?
Submit your proposal here: https://fccp.edusourcedapp.com/submit