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 Fuqua’s MMS students
- Backed by a rich program history through The Fuqua School of Business, having served more than 500 clients in over 30 years of operation
- Your dedicated team of approx. 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 you identify both a senior project sponsor and a project lead
- Covered under a Confidentiality Agreement

Project Examples

Teamworks
Durham, NC
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.

San Antonio Spurs
San Antonio, TX
Developed data-driven recommendations for the San Antonio Spurs to penetrate the Austin Market, with a plan for growing revenue contributed by the Austin metropolitan area over the next five years.

AgBiome
Raleigh, NC
Developed a go-to-market strategy for this biotechnology company looking to enter the U.S. market with its organic fungicide product in the next 1-2 years.

SAS Institute
Cary, NC
Development of a detailed value proposition and market segmentation for a data analytics software product to enter the utility market, including metrics to target specific utility companies and use of profiling personas.

Big Spoon Roasters
Durham, NC
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.

Oracle
Santa Clara, CA
Comprehensive assessment of the Communication Service Provider (CSP) ecosystem’s current enterprise customer engagement practices, and recommendations for a go-to-market strategy for CSPs to monetize 5G services.
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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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Sept 7</td>
<td>Client application due</td>
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<tr>
<td>Sept 14-21</td>
<td>Project evaluation – call with a student leader to discuss the project</td>
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<tr>
<td>Sept 23</td>
<td>Projects selected and student team matching completed</td>
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<td>Early Oct</td>
<td>Clients notified of project matching outcome and next steps outlined</td>
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<td>Late Oct</td>
<td>Meet student team and project preparation commences</td>
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<td>Oct – Feb</td>
<td>Project work takes place in Fall 2 and Spring 1 (12 weeks)</td>
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<td>March 1</td>
<td>Project deliverables and final presentation to client</td>
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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?
Email: fccp@fuqua.duke.edu
Website: fccp.fuqua.duke.edu

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