

# Master of Engineering Management Program

## CONSULTING PRACTICUM PROGRAM (CPP)

**Duke's CPP** offers graduate students the opportunity to work on real-world industry projects. Modeling the CPP as a consulting firm, a faculty "supervisor" selects 4-6 student "consultants" per project team through an online application process. Students selected are responsible for all planning, execution, management, and client interactions. Students conduct regular teleconferences with clients to review progress. Each project culminates in a final presentation to client executives along with a professional-grade report. From proposals and timesheets to scope modifications and final presentations, Duke's CPP provides students a window into how real consulting teams execute successful industry projects.



### Student Benefits

- ✓ Demonstrate ability to successfully work in a team-based environment
- ✓ Gain real-world experience to build resume and facilitate interview conversations
- ✓ Apply course concepts to real-world challenges
- ✓ Appreciate the difference between work activity and meaningful results
- ✓ Enhance professional network
- ✓ Learn how to conduct quality research (data gathering and analyses to strategic insights)
- ✓ Learn how to embrace and cope with ambiguity and scope changes inherent in real-world projects

### Sponsor Benefits

- ✓ Obtain fresh and creative perspectives for solving business problems and seizing market opportunities
- ✓ Identify and try out potential new hires from a top academic program
- ✓ Obtain high-quality work at a low cost
- ✓ Increase opportunities to partner with Duke University

### Project Mentors – A Key to CPP Success

An industry consultant/professional meets with each team once per week to answer questions, volunteer suggestions, facilitate client communications, and provide overall project guidance.

## 170 Projects Over 19 Years

### SAMPLE TYPES

Business Planning  
Competitive Analysis  
Customer Identification  
Market Research  
Marketing Strategy  
Model Development  
Opportunity Assessment  
Patent Analysis  
Strategic Planning  
Supplier Sourcing

### SAMPLE TOPICS

3D Printing  
Big Data  
Carbon Trading  
Cloud Services  
Drones  
Fintech  
Renewable Energy  
Self-Driving Cars  
Sustainability  
Talent Management

*"The practicum was a great replication of a consulting situation. My team developed a unique approach to identify renewable energy market opportunities for a client while honing our research and communication skills. This course has been most useful in my position because of its analytical nature and the way it encouraged innovation."*

—Brooke Rennick / MEM Alumna

(Project Manager at Microsoft / Formerly a Consultant at Accenture)

## Sample Sponsors on Fortune, Forbes, and Unicorn Lists



*"The CPP offers a unique business proposition. We engage talented students and faculty to develop a topic, research best practices, and create practical solutions customized for our business. The project deliverable is just one of the benefits. Working with students gives us insight that we could never obtain in an interview. The practicum has become one of our most effective sources of early career professional hires."*

—Andrew Berger / Senior VP / Parsons

## Project Acquisition & Execution Schedule

	Sponsor Signup	Projects Start	Projects Finish
Fall	Early August	Early September	Late November
Spring	Early December	Early January	Late April

## For more information, contact:

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