

# Duke

## Master of Engineering Management Program

competitive advantage:  
 technology  
 business  
 law

### Consulting Practicum Program (EGRMGMT 296)

Duke's **Consulting Practicum Program** (CPP) offers Master of Engineering Management students the opportunity to work on real-world consulting projects acquired from industry. Modeled after a management consulting firm, the program runs 5 projects per semester as sections of the technical elective EGRMGMT 296. A faculty "supervisor" selects 4 to 6 student "consultants" per project through an online application process. Students selected are responsible for all project planning, execution, management, and client interactions. Students conduct regular teleconferences and meetings with industrial sponsors to review project progress, and each project culminates in a final presentation to industry executives along with the delivery of a professional-grade report. From proposals and timesheets to scope modifications and final presentations, Duke's CPP provides a window into how real consulting teams execute successful industry projects.

#### Student Benefits

- Gain real-world experience in a team-based environment to build resume and facilitate interview conversations
- Learn how to plan, communicate, and succeed in spite of the ambiguity and changes found in real-world projects
- Learn how to conduct quality research (data gathering and analyses to strategic insights)
- Apply course concepts to real-world challenges

#### Sponsor Benefits

- Assess motivated candidates from a top academic program through a semester-long project
- Obtain fresh and creative perspectives for solving business problems and seizing market opportunities
- Obtain high-quality work at a low cost
- Increase opportunities to partner with Duke University

**Project Mentors - A Key to 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.

## Past Practicum Projects

Project Types	Example Sponsors	Markets Explored	Project Topics
Market Analysis	Alliance One	AEPCM	Building Information Management
Business Planning	Cisco	Computer	Carbon Trading
Marketing Planning	Deutsche Bank	Construction	Corrosion Inhibitors
Strategy Development	Hill Rom	Data Centers	Earned Value Management
System/Model Development	IBM	Energy	Health Care Plants
Implementation	Lenovo	Finance	Hiring
Tech Development	Microsoft	Food & Agriculture	Incentive Systems
	Nokia	Healthcare	iPhone Apps
	Parsons	Insurance	IT Platforms
	SES Americom	Internet/IT	Offshoring/Outsourcing
		Mobile Devices	PCTV
		Public Safety	Pipelines
		Telecom	Renewable Energy
		Transportation	Resource Planning
			Risk Management
			Social Networking
			Supply Chain



“Parsons has sponsored at least one practicum per semester since program inception in 2005. The CPP offers a unique business proposition. We engage talented students and faculty for an entire semester to develop a topic, research best practices and innovations, and create practical tools or process solutions customized for our business model and needs. The project deliverable is just one of the benefits. The students bring fresh thinking and inquisitive minds. They ask ‘why not,’ instead of ‘why?’ Working with the students as individuals and team members, in a problem solving setting, 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**

“The practicum course was a great replication of a real-world consulting situation. My team developed a unique approach to identifying renewable energy market opportunities for a real client and major construction engineering firm while honing both 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 2007 / Consultant at Accenture**

CPP Director **Joseph Holmes** has over 18 years of experience in managing industry projects and clients. After working closely with Deloitte Consulting as a strategic partner, Holmes founded a management consulting firm in 2000 that continues to serve Fortune 500, university, government, and startup clients. He is a graduate of Duke’s Weekend Executive MBA from the Fuqua School of Business, and he has taught Commercializing Technology Innovations and the CPP in Duke’s Master of Engineering Management Program since 2005.

**If you are a company** interested in sponsoring a practicum project, contact Professor Joseph Holmes at [Joseph.Holmes@duke.edu](mailto:Joseph.Holmes@duke.edu) or (919) 200-4231.

**If you are a student** interested in applying to the Master of Engineering Management Program, visit <http://memp.pratt.duke.edu/> or contact the program at [memp@pratt.duke.edu](mailto:memp@pratt.duke.edu) or (919) 660-5455.