





THE DUKE MBA GLOBAL CONSULTING PRACTICUM ON SOCIAL ENTREPRENEURSHIP

The Global Consulting Practicum (GCP) on Social Entrepreneurship is a six-credit field study course for students enrolled in the Master of Business Administration (MBA) degree program at Duke University's Fuqua School of Business. The course provides students with hands-on exposure to the entrepreneurial pursuit of social impact in a developing economy. The majority of the course takes place at Fuqua with classroom sessions as well as extensive preparation, research and consultation with clients via e-mail and phone. Over Spring break, students participate in a two week, in-country field visit to work on projects intensively. The course concludes in Spring 2 with completion of classroom sessions and development of final deliverables. GCP courses scheduled for 2010-2011 include:

My Global Consulting Practicum experience in Nicaragua is unforgettable in every way. GCP presented a rare opportunity to merge my passion for social work and entrepreneurship with the business skills developed at Fuqua, and create a positive social impact. It offered an extraordinary opportunity to make a meaningful difference, and enabled me to apply principles learned in core courses at Fuqua. I worked with a passionate team that was driven to succeed, all in a foreign language in a country I had never been to before. It is undoubtedly one of my highlights at Fuqua.
- Mousumi Sannigrahi (Fuqua '09)

	COUNTRY	LEAD
	Hyderabad, India <i>In field: ~March 6-19</i>	Pranab Majumder
	Johannesburg, South Africa <i>In field: ~March 6-19</i>	Matt Nash

Course Overview

In this field study course, students will have the opportunity to learn about, visit, and actively engage with social enterprises and businesses serving base-of-the-pyramid markets in a developing economy. Throughout the practicum, faculty and staff will work closely with the teams to provide coaching and subject matter expertise, monitor progress, and help to manage the relationship with the clients.

The purpose of the GCP is to provide students with hands-on exposure to the entrepreneurial pursuit of social impact in a developing economy. Students will gain:

- Increased ability to recognize and critically assess various forms of social enterprise and base-of-the-pyramid strategies as tools of poverty alleviation, economic development, and social impact;
- Greater understanding of the challenges of growing and sustaining a social enterprise, and insights into enterprise development in a developing economy;
- Improved consulting skills, including project planning, issue analysis, formulation of strategic and tactical recommendations, and client relationship management.

While exploring these developing countries first hand, students will learn about local history, culture, economy, politics, social change, sustainable development, and entrepreneurship. As a result of this course, students will be better able to adapt and apply business skills and academic disciplines in the social sector, and will have increased skills for effective and thoughtful leadership in business and society throughout their careers.

Course Format

Classroom Sessions

Class sessions begin with two special sessions during late Fall Term 2 and continue weekly throughout Spring Terms 1 and 2. These classroom sessions introduce students to the selected countries, key issues in social entrepreneurship and social impact management, and prepare students for their consultative project. Class sessions will consist of a combination of lecture and discussion, team presentations, guest speakers, and videos.

Consulting Projects

In addition to classroom sessions, students will begin to work in teams of 4-6 students (on average) on field study projects with several pre-selected "clients" – social enterprises and businesses serving base of pyramid markets. Each organization will have identified an issue of strategic importance which students will use as the basis of their project.

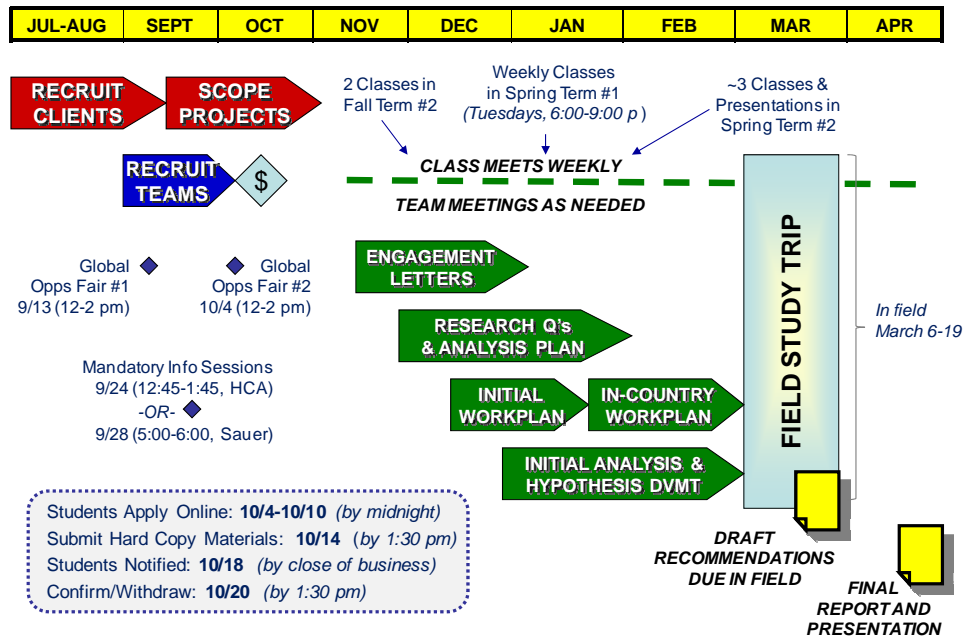


The GCP is unlike most other travel opportunities. There is a special connection that is made with a place and its people when you do more than just sightsee, but rather put in time, effort, intellect, and heart in making life for this place and its people better. By being a part of the GCP, I made this connection with South Africa; a connection which has lasted long after I left the physical boundaries of the country and long after completing the experience.
 - Rina Shah (Fuqua '10)

During Spring Term 1, each field study team will meet at least once per week, to refine the scope of their project, develop a list of research questions and a project plan, communicate with the host organization, and initiate data collection and analysis; at least two of these team meetings must include CASE staff or faculty. Before departing for the field, students will submit a project status report, a summary of initial findings, and a detailed work plan for the in-country portion of the field study. On an individual basis, students will be required to submit a written analysis of their client's social impact theory and ecosystem, and a brief report on their research into promising practices in an aspect related to the project.

After a two-week in-country field visit, students will return to Fuqua for Spring Term 2 where classroom sessions will resume and teams will continue to meet to finalize their recommendations. Data gathered during the field visit will prove critical for revising initial hypotheses, refining recommendations and developing a final report for submission.

2010-11 Global Consulting Practicum Summary Timeline



This course is offered by the **Center for the Advancement of Social Entrepreneurship (CASE)** in collaboration with Fuqua's International Center and the Center for International Business Education and Research (CIBER).

In-country Fieldwork

The two-week in-country fieldwork will take place over Spring Break. For the majority of time in country, each team will meet with their client's staff and stakeholders, observe service delivery, gather data, and refine their analysis in collaboration with key staff members. At the end of their time on site, students will present the client organization with a draft of the team's documented findings.

Course Fees & Other Costs

- **Course Application Fee.** An application fee of \$325 is required upon application. This fee is used to cover additional costs (e.g., guest speaker fees, receptions, printing costs, fax and mailing fees, and other administrative expenses). The fee does NOT cover trip cancellation insurance nor will it be applied to student travel.
- **Travel Fees.** Travel fees for each country are projected as follows:
 - **India (Hyderabad)** – ranging from \$4,300 – \$4,600
 - **South Africa (Johannesburg)** – ranging from \$4,100 – \$4,400
- **Other Costs.** You will need to cover the cost of visa fees and expediting, immunizations, any required medications, and, if you are not covered by Duke medical insurance, the cost of travel medical insurance and evacuation. In addition, you will be expected to cover the cost of most lunches and dinners, and should bring additional money for incidentals. In total, these other costs may total up to \$500. Accordingly, this amount may be made available through financial aid.

For More Information: Visit www.DukeMBAGCP.org or contact GCP@fuqua.duke.edu

