

## *BUSINESS SOLUTIONS FROM DUQUESNE BUSINESS STUDENTS*

### How can a Duquesne Student Team Help Your Business?

The Duquesne University School of Business offers a Business Consulting course in which students act as consultants to assist regional small business with business strategies and marketing plans.

#### WHO IS ELIGIBLE TO ENROLL?

<b>Businesses</b>	Small businesses with annual revenues of at least \$150,000
<b>Students</b>	Upper level and graduate business students

Students work in teams or individually, each spending approximately 60 hours or more on the client's business issues.

Students interface with the CEO/Senior Executive as needed. Students' work is supervised throughout the semester by the instructor.

#### TYPICAL BUSINESS PROJECTS

Students will assist businesses with:

- **Creating and/or updating a business, strategic or marketing plan**

#### HOW DOES IT WORK?

- Students select cases
- Formulate the business issues with the CEO/Senior Executive
- With frequent client/professor interaction:
  - Develop the methodology
  - Conduct the necessary research, and analysis, and draw conclusions
- Deliver the recommendations in a final report and presentation to the client/professor

#### SUCCESS STORIES

- ✓ A student team collected marketing data that indicated their client should not venture into a new business, thus preventing the loss of valuable resources.
- ✓ A business plan created by a student team helped the company to secure a \$250,000 loan.

A student or student team can provide the assistance necessary to position small businesses as key players in today's competitive environment.

The program has proven effective in helping small businesses identify and solve managerial problems, in addition to improving the operations of the business.

The solutions provided by the students offer new and innovative ideas to help businesses grow.

#### INQUIRE TODAY

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Course Instructor:

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