CONSULTING INDUSTRY EMPHASIS

In addition to the academic framework, TCU offers unique programs that elevate your consulting expertise and demonstrate your ability to impact a company’s bottom line. Through our cornerstone consulting experience, Neeley & Associates Consulting, you will solve problems for businesses of all types.

:: ABOUT THIS INDUSTRY EMPHASIS

Ready to focus on consulting? At TCU, you can add an emphasis in consulting to your MBA study plan.

You’ll take elective courses focused on various aspects of consulting—from project management to research to conflict resolution.

By pairing these courses with the paid consulting projects in the Neeley & Associates Consulting program, you’ll graduate with a proven portfolio of problem solving. You’ll gain experience with a broad range of business activities and client types. And you’ll be mentored by professional consultants from Accenture, gaining valuable consulting insight from these seasoned pros.

:: PROGRAM HIGHLIGHTS

CONSULTING PROJECTS

Neeley & Associates Consulting projects span a wide range of project types. Past teams have optimized sales in Walmart’s new “clean store” concept for PepsiCo, applied best watering practices for the Calloway’s Nursery chain, utilized social media to gain support for Chesapeake Energy’s urban drilling, and built sustainable eye care in emerging markets for Alcon.

And your clients will range from Fortune 500 companies to area nonprofits. Recent clients include Hillwood Development, Frito-Lay, United Way Agency on Aging, SafeHaven, Lockheed Martin, Texas Instruments, PepsiCo, Sabre Holdings, Chesapeake Energy and others.

MENTORING

Professional consultants, typically alumni from Accenture, provide project mentoring, meeting with student teams to provide feedback at critical points of the project. For example, David Coburn (TCU ’81), partner at Accenture, coaches students on defining the scope of a project, unearthing the core issues, and practicing diplomacy in delivering recommendations that clients may not want to hear.
LEADERSHIP DEVELOPMENT

A select group of second-year students are chosen as Neeley & Associates Consulting principals. The principals gain valuable experience identifying and scoping projects, and they serve as leaders for student teams. If you're serious about building your consulting career, this additional level of management responsibility helps you stand out.

CONSULTING BOOT CAMP

Student consultants have the tools they need to be effective in their projects. The class begins with an intensive daylong boot camp focused on client management techniques and project planning.

ALUMNI CONNECTIONS

Our alumni are well placed in consulting organizations and eager to mentor current students. Recent examples include Spencer Bayless (MBA '08), manager, Deloitte Consulting; Mary Anand (MBA '10), senior associate, KPMG; and Abraham Thomas (MBA '01), senior manager, Capgemini.

:: EXPLORE YOUR ACADEMIC PROGRAM

FEATURED STAFF

ED RIEFENSTAHL :: As TCU’s director of MBA experiential learning, Ed Riefenstahl brings strong consulting expertise to the program. His experience includes consulting for KPMG, Ernst & Young and AMR Information Services, and he was the founder of ROI Associates Management Consultants. His consulting projects have covered an amazing range—from launching an airport winery to planning the national implementation of the first AIDS blood test for the American Red Cross. He leads TCU’s Neeley & Associates Consulting program and the Fort Worth chapter of The Alternative Board, the world’s largest peer board and coaching organization.

In addition to his program development and coaching roles, Riefenstahl serves as an instructor, along with Dr. Larry Peters, professor of management, for Consulting Applications, the course associated with Neeley & Associates Consulting.

:: COURSES

CONSULTING INDUSTRY EMPHASIS :: The student must complete 6 credit hours as specified below:

- MANA 70773 Consulting Applications (3)
- MANA 70970 Special Problems: Consulting Profession and Practice (1.5)
- INSC 71000 Project Management (1.5)

PLUS complete 3 credits from the following:

- INSC 71010 Program Management (1.5)
- MANA 70760 Transformational Leadership (1.5)
- MANA 70740 Managing Conflict for Results (1.5)
- MARK 70770 Marketing Research (1.5)

This course listing provides an overview of elective offerings. Specific course requirements may change after printing. For the most recent curriculum, visit our website at neeley.tcu.edu/mbacurriculum.

:: LEARN MORE

EXPLORE TCU’S STAND-AND-DELIVER MBA
mba.tcu.edu/standanddeliver

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