

# CEL Practicum

## Move business forward.

Fresh thinking. State-of-the-art theory. Unvarnished insights. The CEL Practicum connects you with talented WashU students to consult on your business challenges. These semester-long consulting projects, focused on established organizations in the for-profit and nonprofit spaces, are student-led and faculty-advised.



OLIN BUSINESS SCHOOL AT WASHINGTON UNIVERSITY

Undergraduate and graduate  
**student consultants**

**4-6** | students  
per team

**2**

14-week project  
time frames

fall and spring



### Recent Clients

BJC Healthcare  
JP Morgan Chase  
KPMG  
Mastercard  
Millipore Sigma  
NBC Universal  
Purina  
Smithsonian  
Wells Fargo Advisors



**Regional, national &  
international clients**

### Areas of expertise

marketing, operations, finance,  
analytics, organizational design,  
development, strategic planning



**Business**  
consulting focus

**Fee-based  
projects**

# Confront challenge, create change.

Our students are informed by numbers, driven by principle. We challenge them to look beyond the bottom line to determine what will make the biggest impact and do the most good.

The CEL leadership team partners with you to define key issues and set the project direction and timeline. Project areas are comprehensive and range from high-level strategy to detailed, in-depth analysis in specific areas.

The faculty-advised student consulting teams are assembled based on your specific project needs.

“

The CEL team working on our project was excellent from the very first interaction to the final presentation. They were able to find their way with minimal direction and hand-holding. The deliverable was exactly what we aimed for and the team did a great job keeping all the stakeholders in the loop.”

Kashif Rasheed  
2021 CLIENT, THE MOSAIC COMPANY

## The Center for Experiential Learning

Olin's Center for Experiential Learning links the classroom with the world of business. With faculty support and guidance, talented Olin students apply leading-edge practices and practical management solutions to your business challenges.

Comprehensive Strategic Engagement	Startup Ecosystem	Social and St. Louis Impact	International Immersion
CEL Practicum	CEL Entrepreneurial Consulting Team Finance Metrics Clinic Marketing Metrics Clinic	Small Business Initiative Taylor Community Consulting Program Olin/United Way Board Fellows Program	Madagascar Sustainability Initiative



## **Find out more.**

Visit our website, [olin.wustl.edu/cel](http://olin.wustl.edu/cel), and click on the “Apply for a Project” button.

## **Contact us.**

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