



PennState
Smeal College of Business



NLCG
Nittany Lion Consulting Group

**Every business has challenges.
We are here to help.**

NLCG is an experiential learning program offered by the Smeal College of Business. NLCG is structured as a student-led, faculty-supported consulting firm. NLCG is accepting project proposals for that Fall 2024 and Spring 2025 semesters.

Selected firms are matched with a team of 3-5 students chosen to meet the needs of the proposed project. That team, in partnership with their client, completes a thirteen-week engagement to analyze the issues, to evaluate alternatives, and to develop actionable recommendations to address the relevant issues. In return, our students earn academic credit and get a truly exceptional learning experience.

Learn more at www.nlcgpsu.org/clients/

Or contact Colton Shiry, Vice President of Consulting Services at cfs5903@psu.edu

Some Recent NLCG Clients



Frequently Asked Questions

What types of projects does NLCG take on?

Beyond being a substantive business challenge, we do not have specific requirements for types of project. Most of our engagements fall into three broad categories – (1) **business process improvement** enabled by process mapping, industry research, and best-practice benchmarking; (2) **revenue growth** through opportunity analysis, market research, and strategy development; and (3) **technology implementation** involving requirements gathering, evaluation of alternatives, and implementation planning.

What is the timeline for the engagements?

Our Fall 2024 engagements will kick off during the week of September 2nd and conclude by December 6th. For Spring 2025, engagements will run from the week of January 20th and wrap up by April 25th.

How much time do students spend on an engagement?

Each student is expected to spend 6-7 hours per week on their engagement with a typical team of four investing 300-350 hours into an engagement.

What is the expected time commitment for clients?

Clients are expected to meet with their teams weekly (either in-person or virtually) with the primary contact person typically investing 2-3 hours per week into the engagement.

How is an NLCG engagement different from a typical student project?

NLCG teams differ from typical student project teams in three important ways.

1. We have **clear expectations for delivering high-quality, substantive results that bring significant value to their client.** That is part of the NLCG culture, and we encourage clients to hold us a high standard of performance.
2. We **ensure that students are ready for client-facing work** by requiring them to complete a 10-week training program prior to applying to NLCG and then vetting them through a highly selective application process.
3. We **leverage NLCG's organizational structure to enable our engagement teams.** Examples include (a) including at least one person with prior NLCG experience on every team, (b) having faculty mentors with relevant industry experience, and (c) having every team being supervised by an SBU director with significant NLCG experience.

Is there a fee for NLCG's services?

NLCG clients are not charged a fee. However, clients are encouraged to make a tax-deductible, post-engagement donation (\$2,000 suggested amount) to Penn State which is used to offset NLCG's operating costs. Clients are expected to cover any out-of-pocket student expenses (such as travel) required for the project.

How can my firm work with NLCG?

Firms interested in working with NLCG are asked to submit a project proposal that describes the firm and outlines the proposed project's objectives and expectations. To request a proposal template and example proposal, please contact us at <https://nlcgpsu.org/contact/> or email Colton Shiry, Vice President of Consulting Services at cfs5903@psu.edu



Firms Who Hire Our Students



Booz | Allen | Hamilton

Deloitte.



 Grant Thornton

McKinsey
& Company



BCG BOSTON
CONSULTING
GROUP

DELL
Technologies

CapitalOne


pwc

**BATES
WHITE**
ECONOMIC CONSULTING

HERSHEY
THE HERSHEY COMPANY


Cigna.

**Goldman
Sachs**


EY