



CEMS & MBA BUSINESS PROJECTS

Global Master's in Management - CEMS & MBA

Students undertaking business projects are in their second year of the Global Master's in Management (GMiM), a two years Master's offering our students a unique approach to management. In Winter Term (January - May), the students study either a 'CEMS' or MBA programme.

CEMS

This unique degree, ranked in the top 8% globally for employability and co-delivered by CEMS Corporate Partners, prepares future generations of responsible leaders and comprises a high-calibre cohort of global-minded and multilingual students from leading business schools across the world in the CEMS Global Alliance. Each year, CEMS students offer over 200,000 top-level consulting hours to business projects! **CEMS Corporate and Social Partners have exclusive access to CEMS students and the option to host multi-country and cross-border projects.**

MBA

Students on the MBA route study an exchange term in the US or China. Students immerse themselves in an environment that differs from LSE both culturally and academically, by joining a programme that applies a more practice-based approach to learning and enhances their theoretical knowledge gained at LSE.

Examples of previous projects:

- Applications of AI and analytics for sales and marketing operations in the automotive industry - *Consultancy*
- How bank-wide loyalty schemes deliver value to banks and their customers - *Consultancy*
- Women's Initiative project – *Luxury retail company*
- Innovative public-private interaction schemes – *Intergovernmental body*

Business project proposal example

Sponsor testimonials:

"The students were really engaged throughout the whole process, bringing a professional attitude, and providing challenging questions to discover solutions and answers. We were really impressed with their collective attitude and the outputs." LV, 2023



Student deliverables



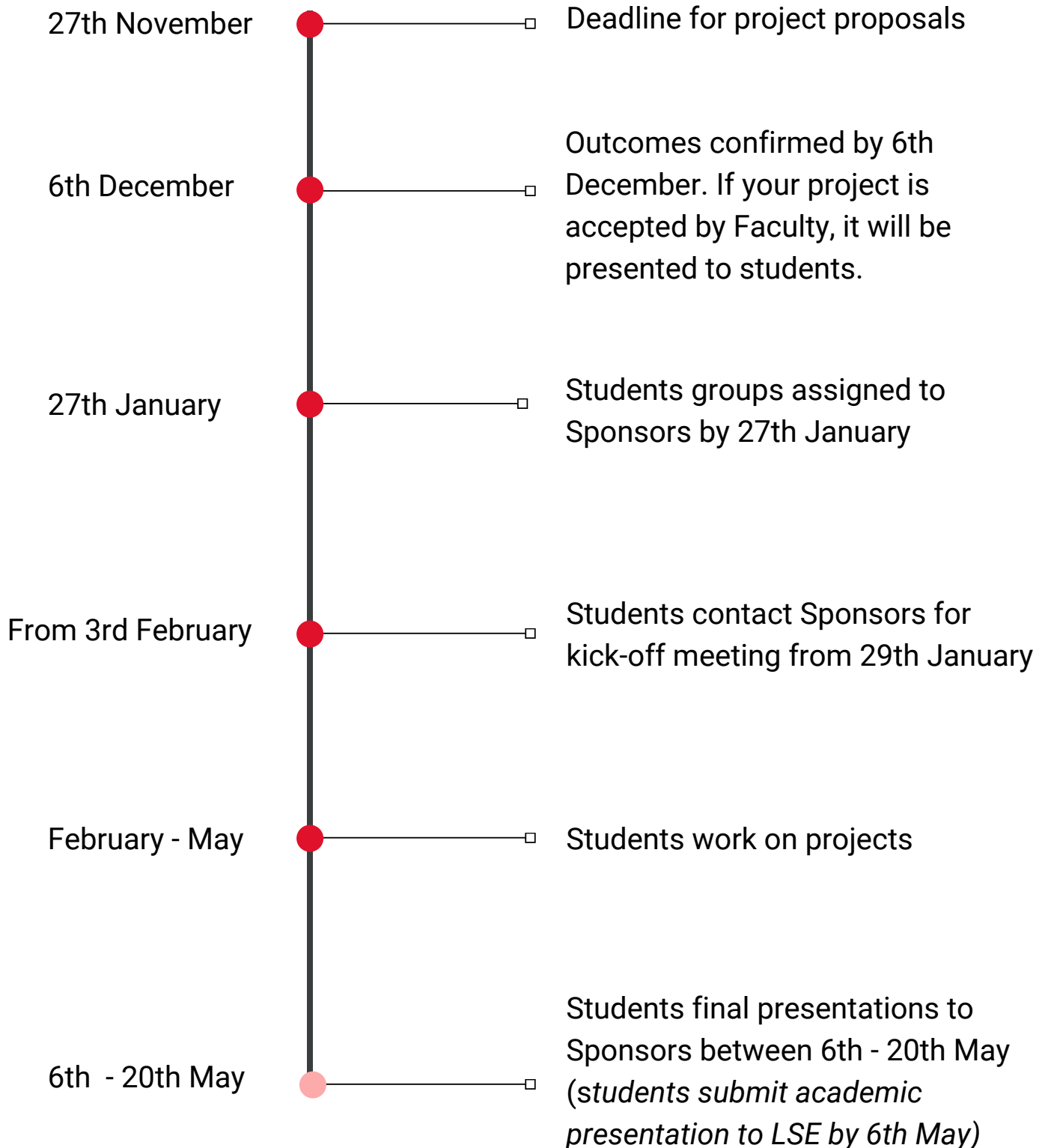
Business presentation to Sponsors:

Students will present their Business Project outcomes to their Sponsors. This can be virtual or in-person depending on Sponsors' and students' locations. Students will also submit a separate recorded presentation to their Faculty.

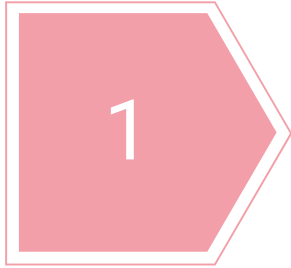
Presentation slide deck:

Students submit a slide deck to LSE Faculty which includes the following sections: introduction, literature review, methods, results, discussion and recommendations. Sponsors can request the slides from the students without the theoretical components if they wish.

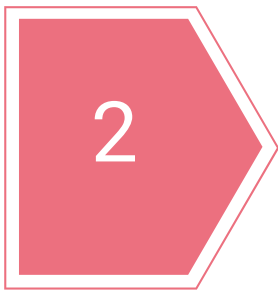
Timeline 2024-25



Process and next steps



Sponsors submit project proposals to the LSE Employer Relations Manager. These will be reviewed by our Faculty Lead and Sponsors will be informed of the outcome.



4-6 students are assigned to a project. Sponsors will be informed whether students are successfully assigned and if so, students will reach out for kick-off meetings.



Students work on their Business Project between February - May.



Students present their project outcomes to Sponsors.



Sponsors receive a feedback form for LSE to gather feedback on the project, students and overall experience.



Do sponsors need to supply company data?

It is ideal if firms are willing to either (a) provide access to company data (even if in a disguised format) or (b) provide access to representative customers from whom data may be elicited (or very closely guide the selection of the same). This is to ensure that the quality of the “data” (on the basis of which the student teams would be making their recommendations) is reasonably high.

What makes a successful project?

The best topics for a business project offered as part of curriculum are those that are **important but not urgent**. Note that students will need to follow and meet academic deadlines for their project. A team of students with access to LSE’s resources and academic supervision can achieve sufficient depth and independence of analysis to **kick-start debate and further action**, such as a framework for future business models or an initial plan. Successful projects set clear and realistic goals and importantly, **facilitate students’ access to necessary data**. **Keep in mind that students may have a limited network for industry interviews** - you will need to facilitate connections or contacts for students to conduct research and analyse findings. Students are also expected to work with current stakeholders rather than gain new stakeholders for Sponsors. Please also be aware that students follow [LSE’s Research Ethics](#) and are not allowed to undertake ‘undercover’ research.

Are there costs for Sponsors?

There is no charge to companies for sponsoring a project. Students do not receive pay for the project nor do they have any budget provided by LSE. They may need to travel for kick-off meetings or the final presentation so we recommend keeping this to a limited number and offer hybrid options. Whilst infrequent travel within London is to be expected, Sponsors should cover the cost of exceptional travel such as trains to locations outside of London. If more expensively produced reports are needed or for a larger quantity of contacts, we ask Sponsors to cover the cost of production (e.g. printing).

How can we protect company or sensitive information?

We can provide a Non-Disclosure Agreement for you, the students and the relevant Faculty member to sign. Request this from the Employer Relations Manager. Alternatively, you can ask students to sign your own company agreement and they can obtain their Faculty Lead’s signature if an LSE staff signature is required.



How can I best support students as a Sponsor?

We expect students to take responsibility for leading, planning and executing their project as this is essential to their development. The most important aspect for you as their Sponsor is to clearly define the problem you wish to investigate and be open to students' suggestions on how to find the answers/solutions. It is also crucial that you support them in gaining access to data (e.g. provide access to necessary internal data and interviewees). Your feedback on their work and presentation throughout the experience will be highly valuable for students' professional and personal development.

How regularly should we meet with students?

Whilst we expect students to work independently on their project, we hope Sponsors are flexible and understand students' academic deadlines and pressures. The ideal amount of contact depends on the Sponsor and project. Typically, students meet their Sponsor fortnightly, then more regularly at key times such as at the start and finalising of projects. We suggest establishing a structure in your kick-off meeting with students.

Are we expected to have any contact with their Faculty Coach (Academic Supervisor)?

Faculty Coaches support students on the research and academic elements for the project alongside their teaching, so you are not expected to have regular contact with them. However, the Employer Relations Manager can of course connect you with Faculty Coaches if necessary for any issues or discussions required. We are always keen for our Department to see the outcomes and success of projects so if you welcome Faculty Coaches and LSE colleagues to join your students' final presentations, please share details with the Employer Relations Manager who can coordinate LSE colleagues' attendance.

Do students need to have the ability to work in the UK in order to work on our project?

Students are not employed during the project. The project is a part of their curriculum and therefore covered under the provisions of their student visas. The project does not constitute an internship either.