

Academic Collaboration opportunity

GLOBAL MASTER'S IN MANAGEMENT BUSINESS PROJECTS CEMS & MBA

PROGRAMME OVERVIEW

Students undertake business projects in their second year of the two-year Global Master's in Management. In Winter Term, January to May, students study either the 'CEMS' or MBA track:



A unique degree [ranked 4th worldwide for Masters in Management](#) 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 track 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. All organisations can propose a project for MBA.

Project features

4 - 6
students per project

Feb - May
4 months project
duration

2
Student deliverables

1. Live business Presentation to Sponsors
2. Academic presentation to LSE Faculty (Sponsors can request a copy of slides)

Previous projects & Sponsor testimonials

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

"The findings were genuinely thought-provoking and arrived with a level of rigour we'd usually expect from a multi-month consulting engagement. Being a Project Sponsor gave us access to a sharp, curious team who tackled one of the most strategically important questions facing financial services brands today, how AI is reshaping the customer journey, and delivered insight we are already putting to use."

VML, 2026

"It was a pleasure to supervise a project with a group of CEMS students during the Summer Semester 2026. Their drive, analytical thinking, and strong communication skills helped us validate a key hypothesis around a major product launch, and generated valuable ideas for stronger market positioning within a specific segment of our industry."

Hilti, 2026

"We've been able to get a research backed outside view on our business, and the initial investment of time sponsoring the project has led us to be able to get a focused view on how to make improvements and business values in areas where we haven't been able to dedicate much effort. An extremely useful and positive experience."

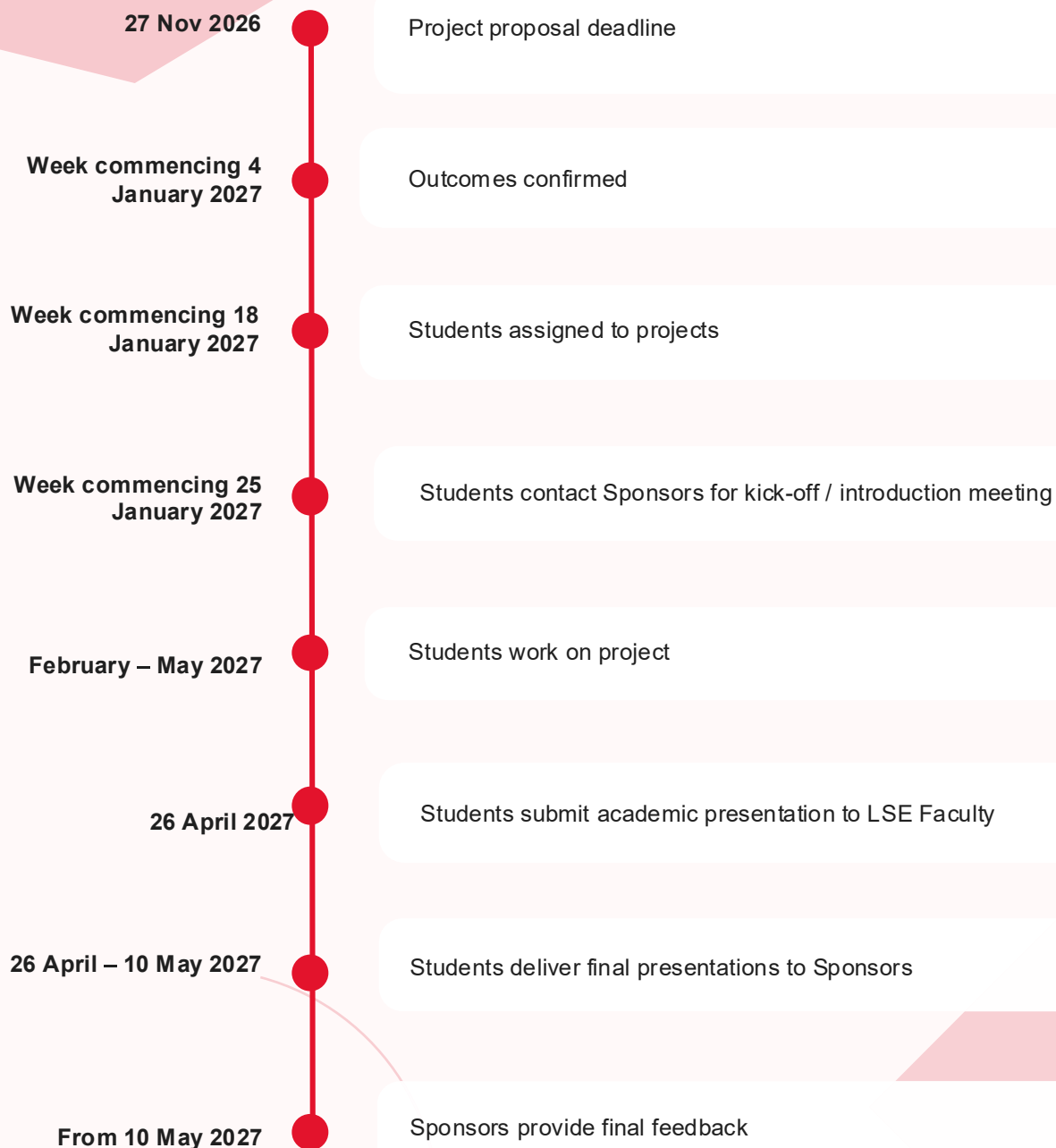
LV= General Insurance, 2024

"As the project manager at Grow Movement, I was delighted to work with LSE students in supporting the small business Panthers Adventures. They developed excellent digital marketing strategies and innovations for the business. Some of these initiatives have already been implemented, and we are optimistic about achieving positive results. We appreciate the great partnership with LSE and we thank the students who participated in this project."

Grow Movement, 2024

PROJECT TIMELINE

Timeline 2026-27



As the project is part of students' curriculum, it is important that Sponsors can commit to this timeline.

HOW IT WORKS

Process and next steps

1

Submit

Sponsors submit project proposals to the LSE Employer Relations Manager for Faculty review.

2

Match

4 – 6 students are assigned by Faculty to each approved project.

3

Research & project work

Students work on the project between February and May.

4

Present

Students present the outcomes via a live business presentation to Sponsors and submit an academic presentation to LSE Faculty. Sponsors can request a copy of the slides.

5

Evaluate

Sponsors complete an evaluation form on the students' performance and Sponsor experience.

Clear expectations, independent student ownership and regular Sponsor access support a successful project.

SPONSOR GUIDANCE

What makes a successful project?

Choose an important, but not urgent challenge

Set clear, realistic goals that allow students to achieve depth and independence of analysis.

Facilitate access to quality data

It is crucial to provide appropriate company data or access to representative stakeholders and interviewees for students to provide high-quality analysis.

A dedicated project supervisor

A consistent point of contact who can guide and support students through maintained communication.

An open mind

Be open to ideas or directions suggested by students! Projects may take different paths than expected and that is the beauty of the collaboration – unlocking fresh perspectives and insights.

KEY PRINCIPLE

The strongest projects balance a clearly defined organisational question with realistic data access and scope.

FAQs

Do Sponsors need to supply company data? It is ideal if Sponsors 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**. Students 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**. 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. Students follow LSE’s Research Ethics and are not allowed to undertake ‘undercover’ research.

Are there costs for Sponsors? There is no charge to organisations 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 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 Sponsors, the students and the relevant Faculty Supervisor to sign. Alternatively, Sponsors can provide their own organisation's agreement for the students and Faculty Supervisor to sign.

FAQs

How can I best support students as a Sponsor? Students should take responsibility for leading, planning and executing their project as this is essential to their development. Sponsors should clearly define the problem to investigate and be open to students' suggestions on how to find the answers/solutions. It is crucial that Sponsors support students in gaining access to data (e.g. provide access to necessary internal data and interviewees). Sponsors' feedback on students' work and presentation throughout the experience will be highly valuable for their professional and personal development.

How regularly should we meet with students? Whilst we expect students to work independently on their project, Sponsors should be flexible and understand students' academic deadlines and pressures. The ideal amount of contact depends on the project and Sponsor. 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 the project kick-off meeting with students.

Are we expected to have any contact with their Faculty Supervisor? Faculty Supervisors mainly support students on the research and academic elements of the project (or dissertation) so Sponsors do not need to have regular contact with them. However, the Employer Relations Manager can connect Sponsors with Faculty Supervisors for any issues or discussions required.

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.

Ready to propose a project? Email
dom.employers@lse.ac.uk