**APPLIED Projects brief**
sponsor application form

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| **Please select the relevant project stream:**  | **Global Master’s in Management, Autumn Term (Oct-Jan)****[ ]**  | **CEMS MIM, Spring Term** **(Jan – April)****[ ]**  | **HRO Links Scheme** **(Jan - Sept)****[ ]**  | **Marketing Action Learning Projects** **(Feb – July)****[ ]**  | **Open Innovation Course Projects****(Feb – April)****[ ]**  |

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| **Double click this box if you are happy for your project to be matched to any relevant project scheme** | **[ ]**  |

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| **CEMS Business Projects ONLY – choose one option** | **LSE students only (default option)****[ ]**  | **Cross-Border Project**Two students each from up to threespecific CEMS schools workremotely on one project**[ ]**  | **Multi-Country Project**Multiple teams of students at specific CEMS schools work on the same projectbrief with a goal of presentingunique outcomes, perspectives, ormarket insights from differentcountries or regions**[ ]**  |
| Please list [CEMS Schools](https://www.cems.org/academic-members/school-list) you’d like to work with here: | Please list [CEMS Schools](Please%20list%20CEMS%20Schools%20you%E2%80%99d%20like%20to%20work%20with%20here%3A) you’d like to work with here: |

*The information provided below is used as part of the process in which students select on to projects.*

**Section One: Sponsoring Organisation**

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| --- | --- |
| **Sponsoring Organisation/Company Name** |  |
| **Industry**  |  |
| **Project Sponsor Contact Name** |  |
| **Project Sponsor Job Title** |  |
| **Project Sponsor Location (City, Country)** |  |
| **Contact Number** |  |
| **Preferred Contact Email***(This will be shared with your student group once they are assigned)* |  |

**Section Two: Project Outline**

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| **Project title:** *(This title will be used to advertise the project to students, so should include your company name and give a good indication of your project in one sentence)* |  |
| **Do you require a Non-Disclosure Agreement to be completed?**  | **Yes, will use LSE’s template****[ ]**  | **Yes, Company to provide template****[ ]**  | **No****[ ]**  |
| **Company Background:** *(e.g., public corporation, private company, start-up, not for profit, size, main business or other activities, where you operate etc.)* |
| **Background to the topic of enquiry** *(e.g., industry analysis, market analysis, new business opportunity, market entry study, geographical business study, internal consultancy project, case study development, etc.)*  |
| **Project outline and objectives: (***what is the project about, what is the need for the project, contribution to business, etc.)* *Please provide at least 3 specific project objectives or desired outcomes.*To inatio |
| **Data sources:** *(e.g., what type of research is required, desk-top study, literature review, analysis of data provided by the company, surveys, qualitative research, interviews arranged by the company etc.)*  |
| **Ways of working:** *(set expectations for regular project meetings and progress updates, including method and frequency)* |
| **Any other relevant information:** *(Please specify here if it would be useful to have students with certain undergraduate backgrounds or language skills, etc…)* |
| ***LSE use only (additional notes below)*** |

**Please return completed brief by email to** **dom.be@lse.ac.uk**