**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 three  specific CEMS schools work  remotely on one project | **Multi-Country Project**  Multiple teams of students at specific CEMS schools work on the same project  brief with a goal of presenting  unique outcomes, perspectives, or  market insights from different  countries 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’d%20like%20to%20work%20with%20here:) 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**

|  |  |
| --- | --- |
| **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**](mailto:dom.be@lse.ac.uk)