

# GMIM BUSINESS PROJECTS

## GLOBAL MASTER'S IN MANAGEMENT (GMiM)

*Semester 1*

An innovative two-year degree for graduate students, the GMiM provides new graduates with the analytical tools and intellectual frameworks to think about management, along with the added understanding of the broader political, social and economic environment in which contemporary firms operate. Students who undertake these projects are currently in the second year of their master's programme.

Research methods and finance courses provide rigorous training in analytical skills that are relevant to practice across many organisational settings.

*Gain access to independent research and analysis on a practical issue of importance to your organisation*

To sponsor a project, email: [dom.be@lse.ac.uk](mailto:dom.be@lse.ac.uk)

## Example projects

**FMCG company:** Studying the possibility of making a new energy drink product more attractive to the student market. What marketing strategy would be required? Would new sales channels be required?

**Financial information services provider:** Assessing the structural changes in the European markets as a result of new financial regulations in order to identify the business risks and opportunities for one of the company's trade processing products.

**Pharmaceutical company:** What new talent management, training and development strategy would be required for finance professionals following outsourcing of part of the finance function?

## Student deliverables



### Final presentation to Sponsors:

Each team will present their Business Project outcomes to their Sponsors.

### Pre-recorded presentation to Faculty:

Each team will also record a video presentation to be graded by Faculty.

### Presentation slide deck:

Students submit a slide deck to LSE Faculty which must include the following sections: introduction, literature review, methods, results, discussion and recommendations. This deck and the presentation form the basis of the final grade for the project, which students must complete to graduate from this programme. Sponsors can request the slide deck from their student group without the theoretical components if they wish.



## Process and next steps

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

First time Sponsors may be invited to a call with the Faculty Lead and Employer Relations Manager to discuss project ideas

Between 4-6 students will be assigned to a project and a Faculty Coach

Students work on their Business Project between October - December

Students present their project outcomes separately to Sponsors and Faculty



## Timeline 2022-23

### Sponsors

### Students

**Friday 19 August / Friday 16 September**  
Project proposals/briefs due

*Although we will review all proposals before Friday 16 September, these will depend on how many projects are successfully accepted by the first deadline in August so the earlier you submit proposals the better*

**w/c 3 October**  
Faculty presents Business Projects to students

**Monday 10 October**  
Deadline for student applications to projects

**Friday 14 October**  
Students assigned to projects  
They are also assigned a Faculty Coach

**From 14 October**  
Students contact company Sponsors for kick-off meeting/s

**From 14 October**  
Teams to form and start planning projects

October - mid December: students work on Business Projects

**Friday 9 December**  
Students continue on Business Projects and finalise presentations

**w/c 16 January:** After the Christmas break, students present in-person to Faculty and Sponsors at the LSE (between Monday-Thursday, 4-8pm). Further details will be confirmed with Sponsors closer to the time

### What makes a successful project?

The best topics for an applied research project are those that are **important for the Sponsor but not urgent**.

A team of students with access to LSE's research resources and academic supervision can achieve sufficient depth and independence of analysis to kick-start further action and debate on these sorts of topics within the Sponsor's organisation.

The most successful projects are those that set clear and realistic research goals, and provide sufficient guidance and assistance with the project **particularly in facilitating access to the necessary data**.

### Are there any costs involved for sponsors?

There is no charge to companies for sponsoring a project. Students do not receive pay for completing work on the project, nor do they have any budget provided by LSE for these projects. We appreciate students may need to travel to their Sponsor/clients for kick-off meetings or the presentation so we recommend keeping this to a limited number given their expense or to **allow them the option to join virtually in order to be inclusive**.

If more expensively produced reports are needed or for a larger quantity of contacts, we ask the Sponsors/clients to cover the cost of production e.g. printing. Similarly, whilst infrequent travel within London is to be expected, it would be appreciated if Sponsors could cover the cost of more exceptional travel such as trains to locations outside of London if it is needed.

### How can I best support students as a Sponsor?

We expect the students to take full responsibility for leading, planning and executing their project as this is essential to their learning. The most important aspect for you as Sponsor is to clearly define the problem you wish to investigate and then remain open to the students' suggestions on how best to find the answers/solutions you need. It is also crucial that you support them in gaining access to data sources e.g. providing necessary internal data and helping them reach potential interviewees or questionnaire respondents.

### How regularly do you expect us to be in contact with the students?

While we expect students to be working independently on this project, we hope Sponsors are flexible and keen to provide students the support they need. The ideal amount of contact really depends on the organisation and project demands. Many groups meet/have a call with their Sponsor once every fortnight or more regularly if there are particular things that need to be set up at the start. **We suggest establishing a structure in your kick-off meeting that works for you as Sponsors as well as for the needs of the project.**

### Are we expected to have any contact with their Academic Supervisor / Faculty Coach?

The Academic Supervisors provide support to students for the assessed final report/research for the project and likely will not be in contact with your side. We hope Sponsors can communicate easily with LSE for these projects and with one point of contact so if there are any issues, please let the LSE Employer Relations Manager know and we can follow up directly with academics and students, connecting you if necessary.

### Do the 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 part of their academic curriculum and therefore covered under the provisions of their student visas. The project does not constitute an internship either, it is purely a research collaboration.

### How do students list these projects on their CV or LinkedIn?

Students have been informed that their project experience should be noted on their CV/LinkedIn as part of their education rather than work experience. We have requested that students should not use job titles such as 'consultant' or the company logo on any material that may be construed as employment.