# CEMS BUSINESS PROJECTS

## CEMS Master's in International Management

The CEMS MIM is a one-year programme which LSE Global Master's in Management students have the opportunity to join in their second year of study. The programme gives a unique opportunity to join a cohort of high calibre, internationally minded, multilingual students enrolled at leading business schools across the world. The programme takes a focus on global citizenship, with a particular emphasis on ethical standards, cultural diversity, respect and empathy, and responsibility and accountability to society. CEMS students graduate with degree from their home school and from the CEMS Master's in International Management degree (ranked in the top 10 in the world), giving them double degree qualification.

Business Projects are consultancy-like projects designed as a real-life learning experience for students that involve international student teams co-tutored by both academic and corporate representatives. Corporate Partners provide real-life business problems and appoint an advisor supporting the team-work. In return, the companies are presented with the results of an extensive study and concrete solutions on the challenge they raised, while having the opportunity of collaborating with emerging talents for potential hiring. CEMS students provide fresh and diverse insights to the raised problems due to their diverse academic and cultural background.

Each year via the Business Projects, the CEMS students offer over 200.000 top-level consulting hours to companies.

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

To get involved, contact the
Corporate Relations team: 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
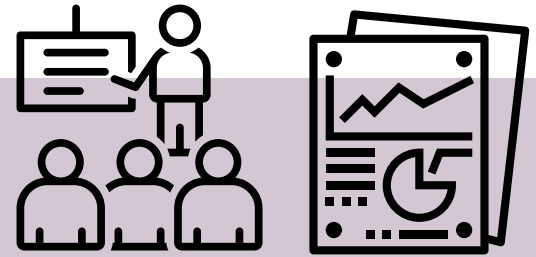
**Business report presentation to sponsors:**
Students will present their research findings directly to the company; this presentation can be more business oriented without the theoretical components, if requested.

**Presentation to peers and LSE faculty:**
Students also give a presentation to their peer group at a seminar which we hope will be attended by the company sponsor. Each team has a one-hour slot to present their slide deck and answer questions from the respective faculty and sponsor contacts. The presentation will include responses to the business challenge through an academic theory-based perspective. Sponsors will be invited ask questions or feedback to the students in response to the presentation.

**Presentation slide deck:**
Students submit a slide deck 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.

## *Process and next steps*

The process of recruiting sponsors begins in October of each year, with student's completion of final work presented to sponsors in early May

First time sponsors are invited to arrange a call with the faculty lead and Corporate Relations Manager to discuss project ideas before the brief submission date in December

Between 4-6 students will be assigned to a particular firm, with a sponsoring executive from the company and a faculty coach from the LSE.

Once students are assigned to projects they will also be assigned a faculty coach and the students and the coach will review the brief to and jointly refine and finalise the scope with you

Students are simultaneously taking courses and working on their Business Project between February - end of March

Students present their findings to sponsors in the last week of Spring Term

**Timeline 2020/21**

**Sponsors**     **Students**

**Friday 11 December**
Deadline for project briefs to be finalised

**Monday 18 January**
Spring/Lent term begins.
Business project presentation to students

**Friday 22 January**
Deadline for student applications to projects

**Friday 29 January**
Students assigned to projects
They are also assigned a faculty coach for the project

**Monday 1 February**
Students contact company sponsors

**Monday 1 February**
Teams to form and start planning projects

**w/c 1 February:** Kick-off meetings with companies take place virtually

**w/c 29 March:** Presentations will take place remotely during the last week of term. Students teams will be expected to present and record the session with their clients via zoom.

Further details on the format for presentations to be provided in February

**Thursday 1 April**
Spring/Lent Term ends
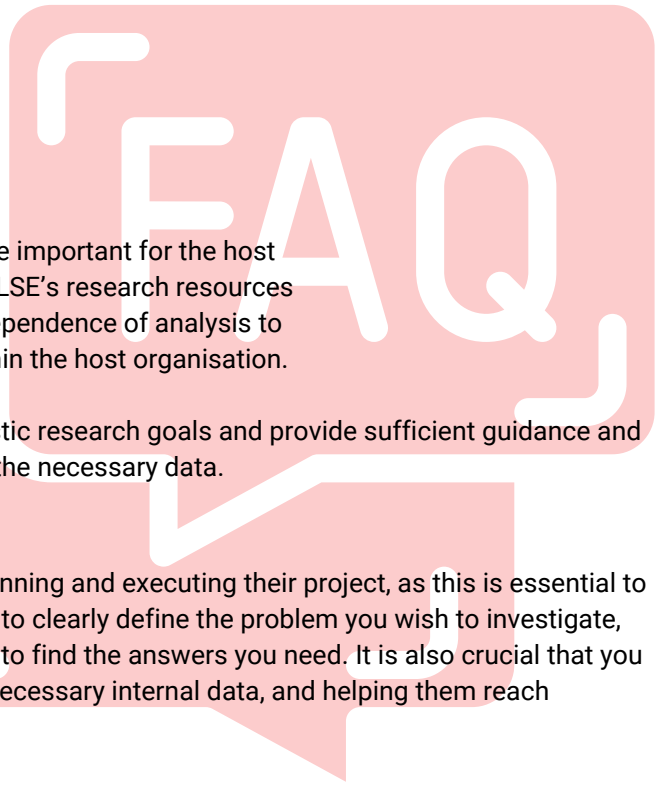
## What makes a successful project?

The best topics for an applied research project are those that are important for the host organisation, 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 host 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.

## 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 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.

## 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. Specifically, 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.

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

While we expect students to be working independently on this project and we hope companies are flexible and keen to provide students the support they need. The ideal 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 academic dissertation and likely will not be in contact with your side at all. If there are any issues, you can let the LSE the Corporate Relations Manager know and we can follow up directly with the relevant faculty and students.

## 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 a budget provided by LSE for these projects for things like travel and printing expenses. We expect students to provide hardcopies of their slides and reports to faculty and attending clients when presenting in person at the final presentation, however we recommend keeping this to a limited number given their expense. If more expensively produced reports are needed or for a larger quantity of contacts, we ask the client to cover the cost of production

Similarly, whilst infrequent travel within London is to be expected (*Not applicable for 2020-21)*, it would be appreciated if clients could cover the cost of more exceptional travel, such as trains to locations outside of London. It is, of course, also be possible to arrange these types of meetings to zoom or calls if there is not adequate budget. Sometimes sponsors offer students to visit their company as an optional activity, in which case, the students can then decide whether they would like to attend and will cover these costs themselves.