

GLOBAL MASTER'S IN MANAGEMENT BUSINESS PROJECTS

Autumn Term

Global Master's in Management (GMiM) is a two years Master's, offering our students a unique approach to management with a truly in-depth and rigorous learning experience. Alongside a foundation in the fundamental knowledge and skills essential for managers today, students have the opportunity to specialise and apply their learning in their second year.

Students elect and study a broad range of business modules such as managerial economics, marketing, organisational behaviour, quantitative analysis alongside core courses in 'Management in Action' and 'Ethics, Governance, and Leadership'. [Read more on our website.](#)

Students undertaking business projects are in their second year of GMiM.

Encourage innovation in your organisation with LSE knowledge and develop your future workforce

To sponsor a project, email: dom.employers@lse.ac.uk

Process and next steps

1

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.

2

First time Sponsors are invited to have a call with the Employer Relations Manager and Faculty Lead to discuss project ideas.

3

Between 4-6 students will be assigned to a project.

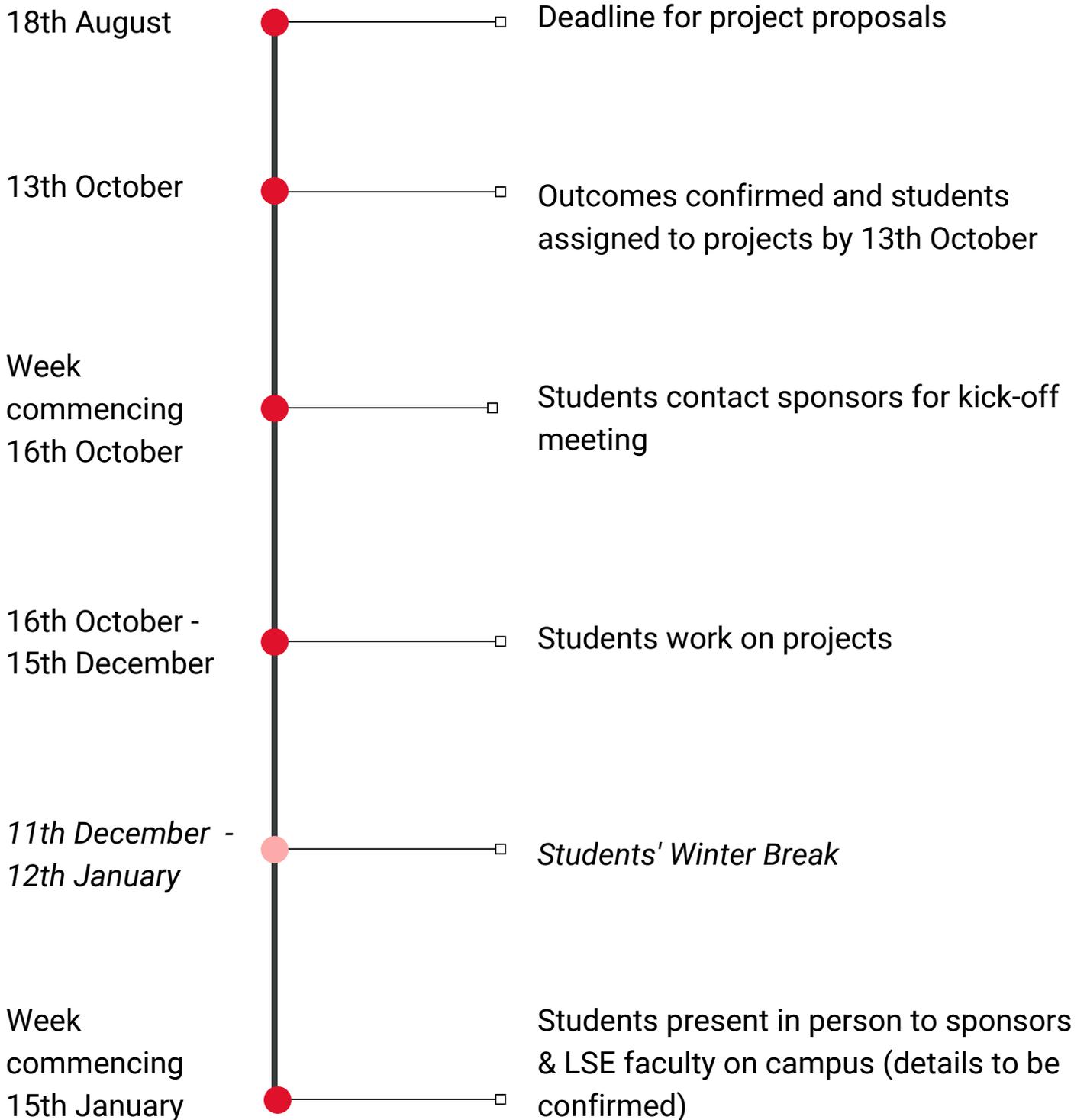
4

Students work on their Business Project between October - December.

5

Students present their project outcomes to Sponsors and submit an academic presentation to Faculty.

Timeline 2023-24



Examples of previous projects

- How will businesses need to incorporate the cost of living crisis into decision making on future products and services? - *Consulting organisation*
- Customer acceptance of green - *Financial organisation*
- Launching in the USA is a huge growth opportunity. what marketing and sales strategy would be required to maximise this? - *Technology organisation*
- Service model development for a health support network – *Health non-profit*



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.

What makes a successful project?

The best topics for an business project embedded in curriculum 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 debate and further action such as a framework for future business models or an initial plan. The most successful projects are those that set clear and realistic goals, and provide sufficient guidance and assistance with the project **particularly in facilitating access to necessary data**.

Are there costs involved for Sponsors?

There is no charge to companies for sponsoring a project. Students do not receive pay for the project, nor do they have any budget provided by LSE. We appreciate students may need to travel for kick-off meetings or the final presentation so we recommend keeping this to a limited number given their expense or to allow them the option to join virtually which is also inclusive.

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). Similarly, whilst infrequent travel within London is to be expected, Sponsors should cover the cost of exceptional travel such as trains to locations outside of London.

How can we protect company or sensitive information?

We can provide a standard Non-Disclosure Agreement for you, the students and the relevant faculty member involved in your project to sign. Alternatively, you can ask students to sign your own company agreement and they can obtain the faculty lead's signature if an LSE staff signature is required.

How can I best support students as a Sponsor?

We expect 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 students' suggestions on how to find the answers/solutions. 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).

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

While we expect students to work independently on their project, we hope Sponsors are flexible and keen to provide students the support they need. The ideal amount of contact depends on the organisation and project demands. Typically, groups meet or have calls with their Sponsor fortnightly, and more regularly at key times such as at the start and finalising of projects. We suggest establishing a structure in your kick-off meeting with students.

Are we expected to have any contact with their Faculty Coach (Academic Supervisor)?

Faculty Coaches support students on the research and academic presentation / report for the project alongside teaching so you are not expected to have regular contact with their Faculty Coach. However, if you welcome Faculty Coaches and LSE colleagues to join your presentation, please send the details to the Employer Relations Manager who will coordinate LSE colleagues to attend. We are always keen for the wider department such as Careers and Programmes colleagues to see the fantastic collaborations between our students and Sponsors!

If there are any issues, please contact the Employer Relations Manager as your key point of contact and we can follow up directly with faculty 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 curriculum and therefore covered under the provisions of their student visas. The project does not constitute an internship either, it is purely an educational 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 request that students should not use job titles such as 'consultant' or the company logo on any material that may be construed as employment.