GLOBAL MASTER'S IN MANAGEMENT BUSINESS PROJECTS

Autumn 2024-25

Global Master's in Management (GMiM) is a two year postgraduate programme, offering our students a unique approach to management with a **truly in-depth and rigorous learning experience**. In their first year, students gain a foundation in the fundamental knowledge and skills essential for managers today.

In their second year, they elect and study a broad range of business modules including managerial economics, marketing, organisational behaviour and quantitative analysis, alongside core courses in 'Management in Action' and 'Ethics, Governance, and Leadership'. Read more on our website. The Business Project module is a key component in their second year, enabling students to apply their comprehensive learning gained to industry.

Encourage innovation and develop your future workforce

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

Examples of previous Sponsor 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 and Faculty:

Each team will present their Business Project findings and business recommendations to their Sponsors and Faculty.
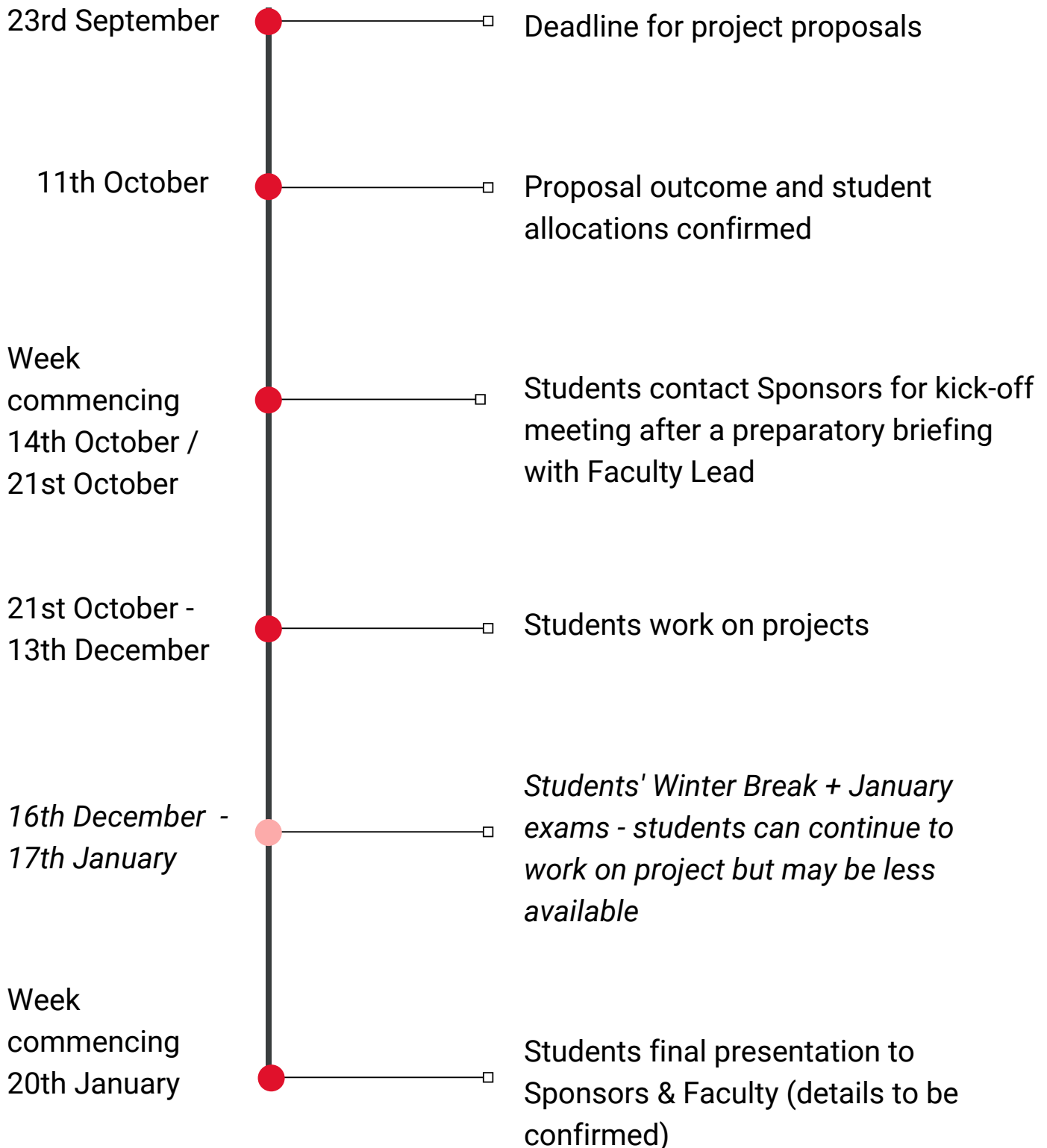
Pre-recorded presentation to Faculty:

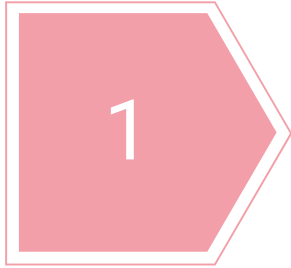Each team will also submit a separate video presentation for LSE Faculty.

Presentation slide deck:

Students submit a slide deck to LSE Faculty which include the following sections: introduction, literature review, methods, results, discussion and recommendations. This deck and the above presentations 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.

LSE Department of
Management

23rd September — Deadline for project proposals

11th October — Proposal outcome and student allocations confirmed

Week commencing 14th October / 21st October — Students contact Sponsors for kick-off meeting after a preparatory briefing with Faculty Lead

21st October - 13th December — Students work on projects

16th December - 17th January — *Students' Winter Break + January exams - students can continue to work on project but may be less available*

Week commencing 20th January — Students final presentation to Sponsors & Faculty (details to be confirmed)

Process and next steps

1 — Sponsors submit project proposals to the LSE Employer Relations Manager. These will be reviewed by our Faculty Lead and Sponsors will be informed of the outcome.
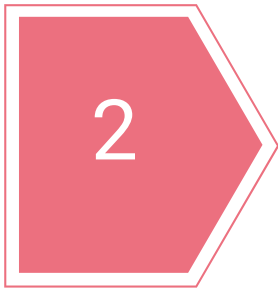
2 — 4-6 students are assigned to a project. Sponsors will be informed whether students are successfully assigned and if so, students will reach out for kick-off meetings.

3 — Students work on their Business Project between October - January.

4 — Students present their project outcomes to Sponsors and Faculty.

5 — Sponsors receive a feedback form for LSE to gather feedback on the project, students and overall experience.

What makes a successful project?

The best topics for a business project offered as part of curriculum are those that are **important but not urgent.** Note that students will need to follow and meet academic deadlines for their project. A team of students with access to LSE's 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. Successful projects set clear and realistic goals and importantly, **facilitate students' access to necessary data. Keep in mind that students may have a limited network for industry interviews -** you will need to facilitate connections or contacts for students to conduct research and analyse findings. Students are also expected to work with current stakeholders rather than gain new stakeholders for Sponsors. Please also be aware that students follow LSE's Research Ethics and are not allowed to undertake 'undercover' research.

Are there costs 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. They may need to travel for kick-off meetings or the final presentation so we recommend keeping this to a limited number and offer hybrid options. 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. 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).

How can we protect company or sensitive information?

We can provide a Non-Disclosure Agreement for you, the students and the relevant Faculty member to sign. Request this from the Employer Relations Manager. Alternatively, you can ask students to sign your own company agreement and they can obtain their 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 responsibility for leading, planning and executing their project as this is essential to their development. The most important aspect for you as their Sponsor is to clearly define the problem you wish to investigate and be open to students' suggestions on how to find the answers/solutions. It is also crucial that you support them in gaining access to data (e.g. provide access to necessary internal data and interviewees). Your feedback on their work and presentation throughout the experience will be highly valuable for students' professional and personal development.

How regularly should we meet with students?

Whilst we expect students to work independently on their project, we hope Sponsors are flexible and understand students' academic deadlines and pressures. The ideal amount of contact depends on the Sponsor and project. Typically, students meet their Sponsor fortnightly, then 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 elements for the project alongside their teaching, so you are not expected to have regular contact with them. However, the Employer Relations Manager can of course connect you with Faculty Coaches if neccessary for any issues or discussions required. We are always keen for our Department to see the outcomes and success of projects so if you welcome Faculty Coaches and LSE colleagues to join your students' final presentations, please share details with the Employer Relations Manager who can coordinate LSE colleagues' attendance.

Do 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 a part of their curriculum and therefore covered under the provisions of their student visas. The project does not constitute an internship either.