LSE Careers x Racing Unleashed Consultancy Project 2022

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POLITICAL SCIENCE

Our Work-Based Learning initiatives are rooted firmly in an LSE-wide commitment to giving students the opportunity to interface with employers and sectors pertaining to their career interests.
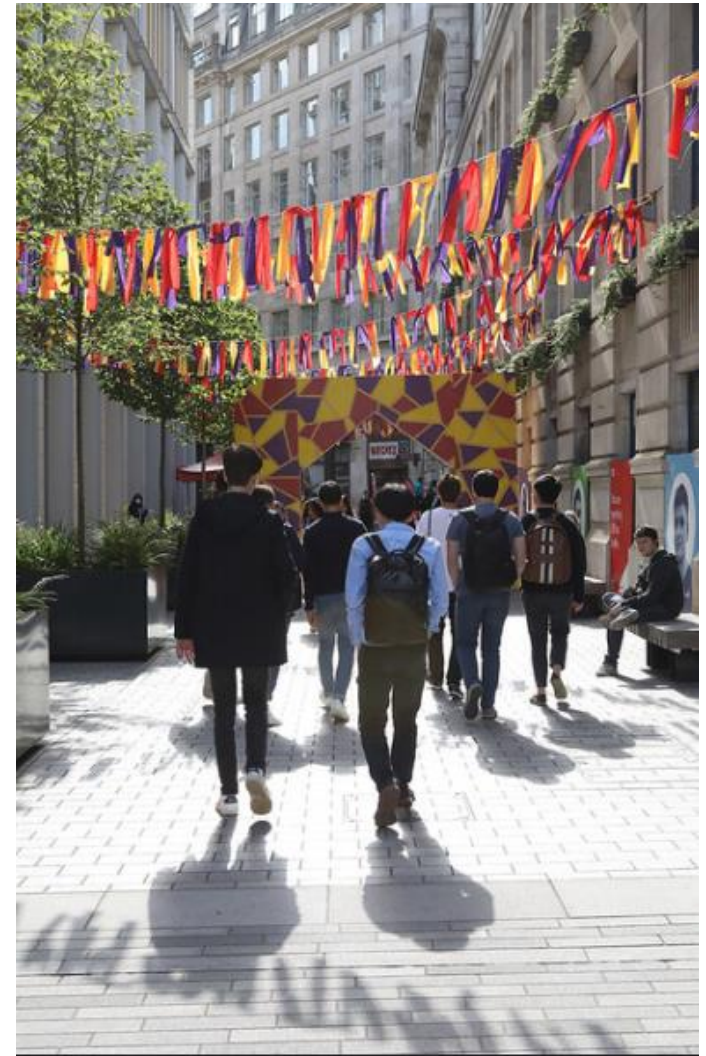

"Paid opportunities for highly capable undergraduate student consultants to bring innovative solutions to a real business issue for your organisation"

LSE Careers, Work-based Learning Programme

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Project aims

- To support students with limited work experience to develop their professional skills, explore career options, and build their overall confidence.

- To support 20 students across 4 groups

- To provide business insight to the participating organisation from competent student consultants

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The LSE Consultancy Projects are a 6-week experiential learning project that connects student teams to undertake real-world projects for employer organizations

- A participating organization sends in a project brief

- Students apply and are placed in groups of 5 each

- Students work on the consultancy projects for 25 hours over 6 weeks

- LSE will provide a monetary award to students on completion of the consultancy projects

The Student teams will conduct research and analysis over 6 weeks to present their findings and recommendations in a final presentation to the client and a 1500-word report.

The Student consultant team will be supported by:

- The Client
- A PhD mentor
- Resources from LSE Careers

Website: [Link](#)

Racing Unleashed

Racing Unleashed provides the general public access to the motorsport of tomorrow. The e-sports experience with Racing Unleashed is sustainable and safe, yet still offers maximum thrill and fun.

The Democratization of Racing is one of the key priorities, whether the end user is a passionate sportsman or a casual gamer. Racing Unleashed provides accessibility to the most legendary Formula 1 tracks in the world, and had avenues such as E-sports leagues, and the Racing Unleashed Community on the App.

Racing Unleashed Consultancy Project

The objective, in a strategic view, is to increase the number of individual home Sim-Racer (on various PC products) to move into the more realistic Formula-Simulator experience in one of the racing lounges. The objective also includes strengthening the membership bond by incentivizing the driving achievements, and using new and innovative gamification techniques and tools to change behaviours.

Student consultants will be grouped according to varying skills and competency. Each group will feature:

- Coder (someone who is comfortable with programming)
- Marketer
- Data Analyst
- Behaviouralist (UX)
- Project Manager

The Consultancy project aims to:

Build students' transferrable skills through experience-led learning and therefore support future employability

Provide students with real employer feedback where they can apply theory to practice

Create a structured and inter-disciplinary supported learning experience

Provide employers with valuable business insights through student-led feedback

The skills you will gain from the programme are:

🛠️	💬	🎨
Problem Solving	Sector-specific knowledge	Creativity and Collaboration
💡	👥	📊
Critical Thinking	Teamwork and People Management	Project Management

A digital certificate of completion will be sent to all students who complete the programme requirements

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Both undergraduates and postgraduates may apply

All eligible departments can apply, while the project will include students with an interest and aptitude in coding , analytics, project management, Behavioural science and Marketing

Students who have a career interest in the following sectors: Information and Digital technology, Data analysis, Behavioural science, Marketing, Gaming and Simulation, Sports, Sustainability

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Attend the client project briefing on 14th February,

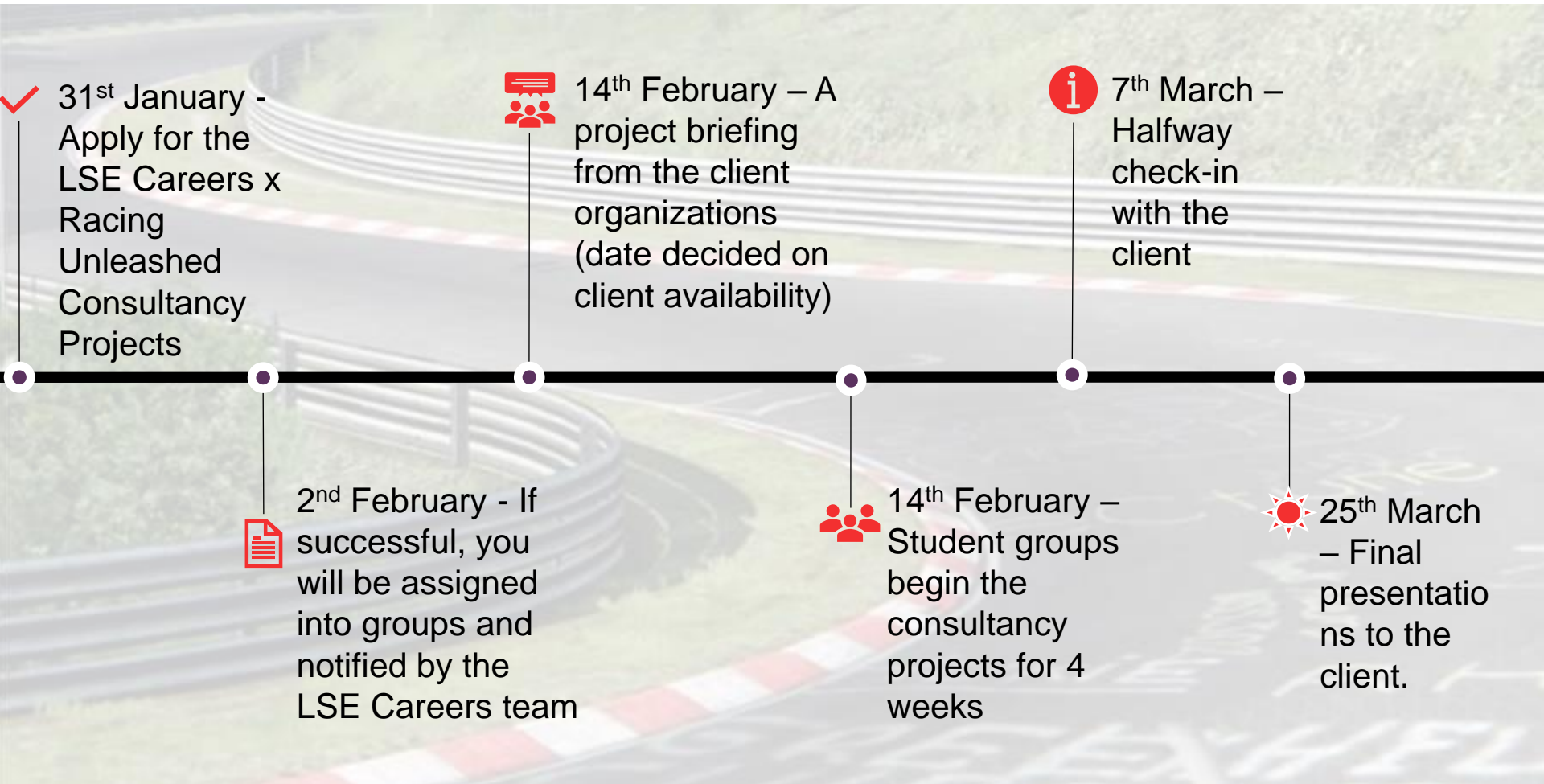Commit 25 hours to your project work over 6 weeks between 14th February to 25th March

Produce a final presentation by 25th March to the client and dashboard to be sent

Complete the student feedback survey at the end of the programme.

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31st January - Apply for the LSE Careers x Racing Unleashed Consultancy Projects

14th February – A project briefing from the client organizations (date decided on client availability)

7th March – Halfway check-in with the client

2nd February - If successful, you will be assigned into groups and notified by the LSE Careers team

14th February – Student groups begin the consultancy projects for 4 weeks

25th March – Final presentations to the client.

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Application stage

You can reach out to careers.internships@lse.ac.uk if you have any questions about the application process

Pre and during the Programme support

You will have a PhD mentor to reach out to for any project-specific queries.

You may also contact the client for any follow-up questions

Post programme

Reflection log

Feedback

We're here to support you on your career journey!

Apply for the Racing Unleashed Consultancy Project here.

If you have any further questions about the programme, please contact:

careers.internships@lse.ac.uk