In order to attract the best talent in the world, Lund University invites you to become a corporate partner in an attractive scholarship competition. The competition builds long-term relationships with global talents and can therefore help you to meet your future skills requirements.

The winner of the competition will receive a scholarship for a successful and popular Master’s programme at Lund University in Sweden, a university that is ranked among the top 100 in the world year after year. From experience, we know that the students who enter are looking for openings to work in the industry during, and especially after, their studies. Your involvement in the competition brings:

• Excellent opportunities for you to recruit the best talent in the relevant field and with the latest knowledge
• Help to solve current problems/assignments in the company – both in the competition task and also through the possibility of providing essay topics, work placements, mentorship or temporary employment for the winner or competitors
• An opportunity to show that you are an attractive, international employer that prioritises and takes responsibility for global challenges
• Brand exposure to an important target group, beyond what is possible with the equivalent resources through traditional marketing

In order to guarantee success and reach the target audience, the scholarship competition is marketed widely through different channels, by Lund University, Student Competitions and other parties.

Search for global talent

In 2011 tuition fees were introduced for non-European students studying at universities in Sweden. From one year to the next, the number of new non-European students enrolling fell by almost two-thirds. This is of course detrimental to Sweden’s global competitiveness and future skills requirements. Lund University has therefore promptly begun various recruitment activities aimed at talented international students.

We know from experience that our scholarship competitions have a major impact and attract the very best to apply. The competition markets the corporate partner, Lund as a study destination and Sweden as a country and a location for the students’ future careers. The scholarship is always conditional on the winner formally applying and being admitted to the programme and meeting the academic admission requirements. Lund University offers either one- or two-year Master’s programmes.
DESIGN OF THE COMPETITION

Entering the competition is easy. Simple introductory questions are followed by one or more advanced problems to solve. As a corporate partner, you can help design the questions. Students submit their formal documents, such as certificates, statements of purpose, etc. along with their answers to the questions. The entire process takes place online. The corporate partner and Lund University select the winner from around 20 finalists. All the finalists are encouraged to apply to the Master’s programme. In order to maximise the marketing effect, the award ceremony is held at a carefully selected location in the student’s home country, often at a well-known university or the Swedish Embassy. In the spring, the students receive their admission letters and the winner enrolls at Lund University in September, the year after the award ceremony.

See the design of the 2011 competition: challengeyourself.in/challenge.html

COST

The cost to the corporate partner will vary depending on which region(s) the competition covers and whether the company wants to participate as a full partner or only sponsor the scholarship(s) for the winner(s). We would be pleased to meet to discuss in more detail how your company can best benefit from the competition.

COMPETITIONS

2010 – Centre for Entrepreneurship. Global focus. Website: masteryouridea.com
2011 – Wireless Communication. Focus: India. Website: challengeyourself.in
2013 – Faculty of Social Sciences.

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