



One-Year MBA

Creating a business case for company sponsorship

A. Introduction

B. Return on Investment

B.1. Key programme features

B.2. Programme structure

B.3. Recommendation

C. Asking for employer support

D. Contacts

A. Introduction

In response to the growing number of students securing sponsorship from their companies, we have put together some general guidelines for potential students who are considering approaching their employer for support. Typically, around 25% of students across the school will be sponsored by their employers.

Drawing on the experience of students who have secured sponsorship from consulting companies, blue-chip banks, SMEs and the public sector, we have compiled this guide to help you create a business case to present to your organisation. Feedback from our students suggests that creating a coherent and compelling business case is a pivotal tool when approaching any organisation for sponsorship.

Many companies, when approached with such a request may be asking, 'why should we make this investment?' and 'what's in it for us?' This guide can help you answer these questions and clearly convey the benefits the new One - Year MBA programme from London Business School can provide to you and your organisation.

We hope the following provides a useful framework upon which to build a solid case. There is no guaranteed success, but thorough preparation and perseverance has paid dividends for our sponsored students.

We hope you are successful!

B. Return on investment

Make sure you clearly articulate to your Line Manager your expected benefits to the company. Define measurements to assess how your contribution will increase during or after the programme in terms of skills and knowledge acquired, that will benefit both the organisation and you as an individual.

During the One-Year MBA programme you will build on your Masters in Management to achieve an MBA in less than a year. You will develop the skills and knowledge you need to refresh your business knowledge and apply your learnings to topical business issues. You will gain competence with the core courses around key themes 'Navigating the New Business Environment', 'Rethinking Corporate Purpose' and 'Individual Agency and Entrepreneurship'. You will tailor your experience by choosing from over eighty electives, in order to specialise in key areas of interest to your organisation, and to your potential new role and responsibilities.

For example, in the 'Digital Strategy – eco systems, AI and blockchain' core course you will discover how firms operate in the digital economy and those who are seeking competitive advantage through the creation of platform based and ecosystem-based strategies. You will understand the emerging threats and opportunities arising from new digital technologies such as AI and blockchain. In the 'Solving complex and unstructured problems' core course you will learn new perspectives and be taught practical examples to help develop critical thinking and problem structuring skills, particularly in the context of sustainability and tension between people, planet and profit.

What you learn in the classroom is just one element of how your London Business School experience can deliver value to your employer upon your return to work. Your powerful peer group, all of which will have completed a Masters in Management or equivalent accredited by EQUIS and/or AACSB or from a University of London University, will consist of extraordinary individuals with varied career backgrounds whom you will share knowledge and networks. You will develop your own strong network by joining world-class conferences, forums, lectures, summits, and speaker series - the list of events on campus is endless. London Business School's reputation and location bring some of the most inspirational and thought-provoking leaders in the world giving you the chance to be exposed to new and innovative ideas at the forefront of global business. It is important to highlight the overall benefits for your organisation of you establishing links with London Business School. As their ambassador on campus, you can be the bridge linking your organisation to world-class faculty, major global events and the global alumni network.

B.1. Key programme features

Once you have defined the business need, the next step is to conduct your analysis. Support your choice of programme by identifying the most relevant components to your organisation.

The Core courses will refresh and enhance your knowledge of general management topics and concepts, while considering their application to issues that business' are facing today.

The electives allow you to target areas of special interest and widen your business lens.

□ LondonCAP

As part of your elective options, you can put the theory to work and begin applying your MBA knowledge into real world context, with a unique 10-week opportunity to address a complex cross functional business challenge. This is a faculty lead, live project which will enhance your practical experience and critically grow your network and allow you to gain expose to new companies and sectors.

MBA students have worked on projects with leading organisations such as Hello Fresh, Nike, Phenalgin's, Checkatrade, Google, British Red Cross, Mastercard and Peloton. You can tailor this project to both your organisations and your own development needs. This is a great opportunity to develop leadership skills and lead your team to the next level, in order to exceed organisational targets and meet cross departmental business needs.

□ **Global Experiences (GEs)**

The Global Experience courses challenge you to apply your learning in new and unfamiliar contexts, and to have responsible real-world impact. For one intensive, immersive week, you will expand your global mindset and network. Alongside your peers in Graduate Masters, MBA and leadership programs you will travel to destinations such as Johannesburg, Lima and Paris. Each Global Experience is led by expert faculty and explores a topical theme, offering an in-depth view of a country's business culture. You will have the opportunity to interact meaningfully with members of the local business ecosystem, faculty, alumni, fellow students and others in the LBS global community.

□ **Network**

As a student and graduate of the One- Year MBA at London Business School (LBS) you will:

- Have lifelong access to blue-chip corporate partners and their industry network.
- Become part of the LBS community made up of 53,000 alumni in over 160 countries.
- Benefit from learning alongside experienced Executive MBA students and LBS Sloan fellows as well as students from varied and wide-ranging career backgrounds.

B.2. Programme structure

The One-Year MBA at London Business School is a full-time programme, completed in just 11 months. The program is designed for maximum development with minimum disruption. The curriculum supports your individual, as well as your organisations development needs as it enables you to take a brief step away from the business and accelerate your career by challenging and evolving your understanding of contemporary business issues. You are able to return to the workforce with new knowledge and skills quickly.

You will start preparing for the MBA over the summer, with exciting pre-programme courses to brush up your knowledge and prepare you for the 11 months ahead. Once the programme begins you will start the series of short, intensive core courses. These courses are aimed to refresh your knowledge of fundamental topics and concepts, while also applying them to issues facing business today. You can then start to customize the programme to your individual needs and organizational needs with a minimum of 8 electives.

B.3. Recommendation

Before you commit to asking your employer for support towards your studies you should be absolutely sure that you want to continue pursuing your career within the organization after graduation. Keep in mind that you will be exposed to a vast range of opportunities during your time at the School and LBS graduates typically see a significant increase in their salaries.

You should not only weigh up the level of financial contribution you wish to ask for, but also think about how return to work will be managed. Will you be asking to re-join at a higher level, and will there be capacity for this a year after your departure? Will you expect a higher salary on return? Is there a 'high potential' or fast-track leadership scheme that will recognize your new skills?

We suggest that you think about these issues carefully before approaching your employer with the recommendation. Organizations that are willing to sponsor individuals on a full-time MBA only do so when they are considered to be extremely valuable employees. You should be up front about the potential opportunities an MBA at London Business School could offer for your career, while reiterating that your preferred option would be to stay with your employer and use the MBA as a platform to improve your impact, performance and leadership potential.

After you have gathered specific evidence that our One-Year MBA programme will benefit you and your company, you will need to ensure that you highlight the aspects of your personal development that are most important in the context of the business need and your career development plans:

General:

'I believe that it is the right time for me to pursue a One-Year MBA at London Business School. It will be not only a huge benefit to myself as the next leader in this organization but will benefit the teams I will manage through the improvements I will be able to implement immediately on my return from the programme and long into the future. The programme will increase my opportunities to advance in different areas of the business. I cannot progress to more senior positions without developing my skills in key areas of business. The MBA will equip me with a broad range of business acumen, as well as developing on my leadership potential, enabling me to continue to progress successfully within our organization.'

Specific:

'Having worked within x department I need to broaden my understanding of x...'

'To date, within our organization I have achieved...'

'In order to progress within the organization, it is vital I develop X skills....'

C. Asking for employer support

I. Financial support

Think carefully about the level of financial contribution you require, making sure you have up to date information on tuition fees. You may also need to request additional funds for accommodation, travel and materials. Think about different funding models so you have a "package" to request and can offer different positioning. Outside of 100 per cent funding, students across the school have been financially supported in a variety of ways, including matching funding, percentage splits, and tuition reimbursement at key stages and bonus payments.

The agreement you finally come to will most likely be the result of a back-and-forth negotiation between you and your employer. The monetary contribution you receive is most commonly dependent on how long you are going to be contractually obliged to remain with the organization. If you require a significant level of funding, be prepared to be very flexible with this detail.

II. Time

Indicate clearly in your request the extent of the time required. It may be helpful to put the detailed schedules into an appendix, and to give a short table within the business case showing the requirements for the MBA and, if appropriate, comparison with any other programmes.

Please take into consideration that the One-Year MBA will be completed in 11 months. Returning to work within a year is a very important negotiating tool. Your absence from work is likely to be considered as much of an investment for your employer as any financial contribution they make.

III. Commitment and Conclusion

Your statement of commitment is critical and should show your commitment to the organisation, and to being a successful student on the programme. There are a variety of ways of demonstrating this commitment, and as previously explained, agreements will most typically encompass lock-in periods, reimbursement of tuition and other costs (whole or percentage). The statement of commitment ensures that you take responsibility for your learning and repay the investment that has been made for you by your company.

D. Contacts

We hope this guide is helpful and wish you the very best of luck!

If you require any further information about the One-Year MBA or London Business School to support your business case, please contact the Recruitment team:

Email: mba@london.edu

Should your employer wish to have a direct point of contact at the school to answer any questions or concerns they have, or to build a relationship with London Business School, we would be delighted to hear from you. Please contact:

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