



Employer sponsorship of your EMBA: creating a business case

Many companies see the value in an MBA and are willing to contribute towards their employees' program fees. Here are some tips and suggestions to help you prepare a business case for sponsorship to your employer.

Before you start your proposal:

1. Is there an official policy on sponsoring higher education in your company? In larger organizations, there may be a dedicated learning fund and process to follow for you to obtain sponsorship.
2. Who are the decision makers? Identify who will ultimately be making the decision on whether or not to sponsor your EMBA, this may not be the person you report directly to.
3. You may want to wait until you have applied to the program of your choice and been accepted. This shows real commitment to pursuing an MBA and allows you to tailor your proposal to the program you've chosen.

Writing your proposal:

1. **Explain why you have chosen the particular EMBA program, how does it fit your personal and professional needs?**

Here are some example statements you could use to illustrate the strengths of the Hult Global Executive MBA program:

- **Flexibility:** The program is specifically designed for working professionals and only requires two days off work per month. The program usually takes between 18 months-2 years to complete, I can complete some modules online if needed, and can pause my studies and take up to 4 years to complete the program if work or other commitments require it.
- **Global:** Hult's global campus network means that I'll be able to complete modules whether I'm in London, Dubai, Boston, or Shanghai, and I can even transfer to another campus if I relocate. I'll be studying alongside students from more than 120 countries, learning how to operate within a culturally diverse team.
- **Practical curriculum:** Hult's hands-on approach means I will not just be learning management theory, I will be applying them to real-world business scenarios. I'll also be learning from a faculty that consists of professors with current industry experience as well as expert academic knowledge. As I'll be studying and working at the same time, I'll be able to put my knowledge straight into practice and directly benefit the business from day one of the program.
- **Leadership development:** Hult's innovative approach to integrating practical leadership development directly into their curriculum won them the Association of MBAs Award for Innovation in 2014.
- **Reputation:** Hult is ranked in the top 1% of business schools worldwide by The Economist and Bloomberg Business, and its EMBA program was ranked 50th best in the world by The Economist in 2015.
- **Specializations:** As well as core courses in Accounting, Financial Management, Operations, Strategy, and Managerial Economics, I can choose to specialize my MBA in my function of [Marketing*]. *There are 6 available specializations: Project Management, Business Analytics, Family Business, Marketing, Finance and Entrepreneurship.



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2. How will your EMBA benefit your organization?

Before approaching your employer, identify how you can align your company's needs with the learning outcomes of your degree. Is there a specific project you will be able to apply your learning to? In addition, be sure to reaffirm your commitment to the company after your studies are complete.

Here are some example statements you could use to illustrate how an EMBA will enable you to further drive your company's goals:

- The business is looking to expand operations globally, courses like Global Operations and Global Strategy will provide me with valuable insight as will the experience of the professors who are business professionals in their own right, as well as academics.
- The business needs to increase its digital marketing presence and formulate an online growth strategy. Electives in Digital Marketing will enable me to make an informed contribution in these areas.
- As part of program, I will complete a six-month consulting project with a multinational company on a business issue they are currently facing. The experience gained from this can be directly and immediately applied to my current role.
- I am 100% committed to staying with the company and using the skills, tools, and network gained during my EMBA to benefit the organization.

3. What are the overall costs of the program and what level of contribution do you need from your employer?

There are many ways your employer can contribute towards your tuition fees, including percentage splits, reduced hours, salary sacrifice, program fee reimbursement after successful completion of modules, and bonus structures. Employers could also choose to contribute towards travel, accommodation, or other related costs. Be knowledgeable of what the program will cost, and what level of commitment from your employer will enable you to enroll in the program.

Here is a break-down of the program costs for Hult's part-time flexible Executive MBA.

	Boston (USD)	London (GBP)	Dubai (AED)	Shanghai (USD)
Annual Program Fee	42,500	26,400	141,000	37,500
Total Program Fee	85,000	52,800	282,000	75,000
Estimated Expenses				
Books and course material	1,000	700	3,700	1,000

Please note that the program fee is the same whether the degree is completed in 18 months or two years.