



KING'S
BUSINESS
SCHOOL

Executive MBA

Building a Business Case for Employer Sponsorship

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Executive MBA

Introduction

We have created the following guidance with our current Executive MBA students which you may find useful in building a case for employer sponsorship.

It is crucial that you clearly articulate how King's Executive MBA meets your needs and also those of your organisation. To build a strong business case, you will need to:

- Clearly demonstrate the value and benefits of studying this programme to your organisation, department, team and lastly for yourself.
- List the commitment required from your company i.e., financial in terms of tuition fees and also time away from the business.
- Articulate your investment in the business in return during your study period and after.
- Be aware of any existing opportunities for work related study in your company and how to be nominated/identified.
- Find out who is responsible, approvals required and any deadlines.

Overview

- **Why King's and why the King's Executive MBA?**
- **Return on Investment**
- **Time Commitment**
- **Impact on Your Team, Clients and Organisation**
- **Financial Contribution**
- **Statement of Commitment & Conclusion**



Why King's?

- Commitment to knowledge with purpose – using our expertise as a force for good – lies at the heart of our core mission at King's.
- Founded in 1829; for almost two centuries, our community has been deeply rooted in the belief that learning and research should serve society.
- Top 10 University in the UK
- Leading member of the Russell Group
- Network of 200,000+ alumni all over the globe
- 14 Nobel Laureates
- Situated in central London, one of the world's most dynamic and connected cities, King's is at the heart of national and global networks.
- Across a broad range of disciplines King's is delivering a distinctive and thriving research portfolio and, in a number of key areas, is recognised as the world-leader.

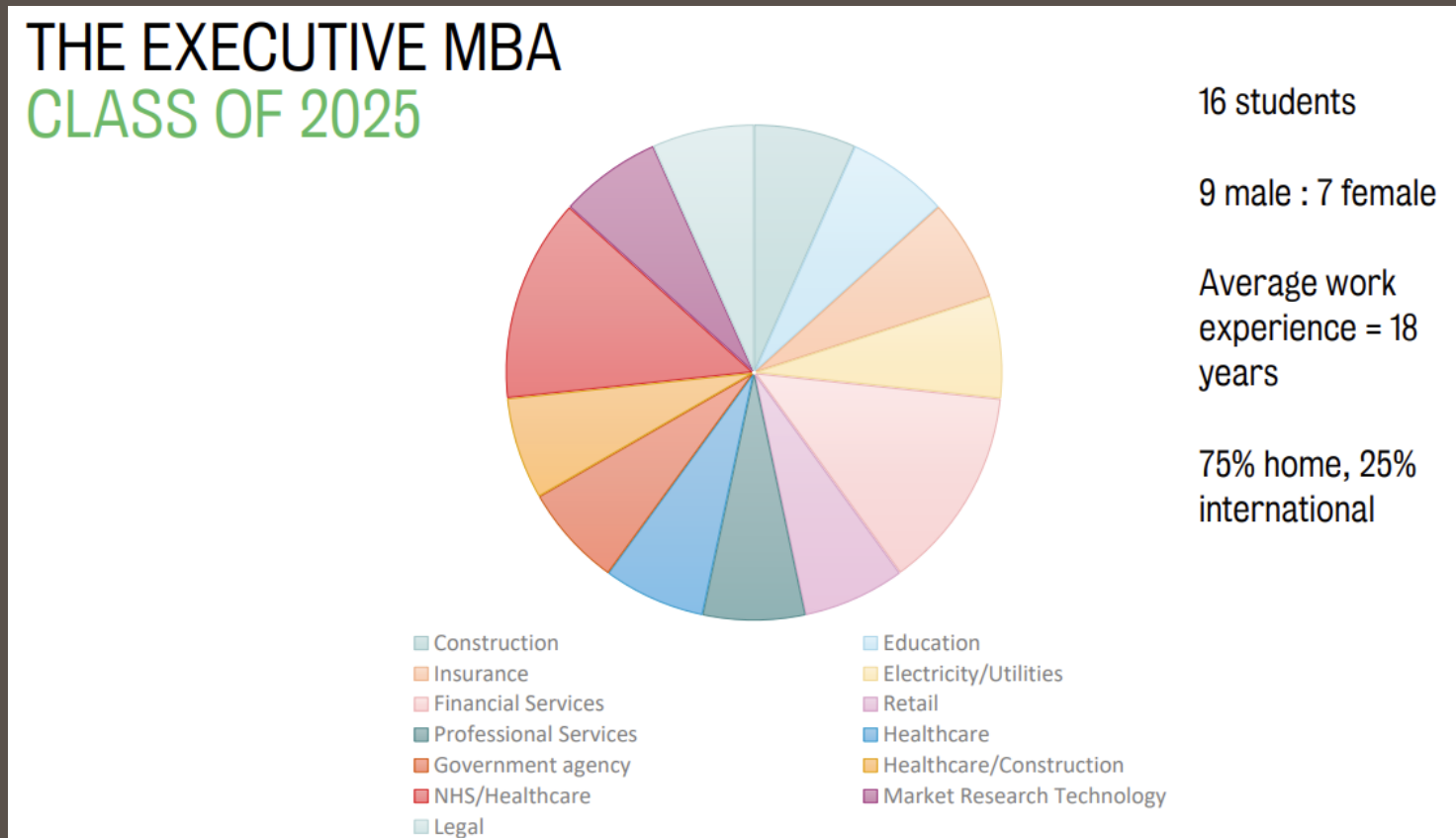


Why the King's Executive MBA?

- A fresh programme designed in response to the challenges of today and the future
- Rooted in the belief that organisations can (and must) achieve both purpose **and** profit
- Drawing on King's interdisciplinary strength, pulling from the full university ecosystem
- Teaching leading evidence-based research and faculty expertise – i.e. what really works
- Interactive learning – discussion and practical application
- Personalised environment and approach



We know that diverse perspectives can encourage innovation. Professionals on our EMBA programme come from a range of sectors and backgrounds, all dedicated to creating a new way of doing business.



Return on Investment

Benefits to you

- Reassure your employer of your readiness to commit to studying an EMBA at this time in your career and your motivations for doing so.
- Reflecting on performance feedback at recent appraisals, consider the benefits the programme would bring to your own professional development for example if you are looking to move to C-Suite positions.
- Consider the soft skills you will develop such as the ability to make tough decisions and lead challenging conversations.
- Networking with your EMBA peers and joining King's alumni community

Benefits to your employer

- Your new knowledge brings value to the organisation immediately.
- Identify the most relevant modules within the programme that will be seen as valuable to the business. You don't need to list every module; instead identify aspects that particularly reflect your organisation's needs.
- If you share with us your organisation's specific strategic goals, our Client Relationship Manager can help identify programme content that aligns to this to support your business case.

Return on Investment

- The scope of this programme is broader than a typical Executive MBA so that you will be able to:
 - Deliver real impact in areas beyond your usual expertise.
 - Think through issues, test out ideas and find out how you can secure your organisation's success in years to come.
 - You will learn how to become a more impactful leader, improve profitability and elevate the purpose and impact of your business.
 - Demonstrate responsible and purposeful leadership.

Time Commitment

Timetable & Independent Learning

- The schedule has been designed for busy professionals with work, family and social commitments in mind.
- The part-time programme is 21 months in duration.
- The in-person element of the programme is delivered in 10 intensive blocks every 6-8 weeks.
- Each block lasts around 4/5 days (20 hours per module) including weekends so you won't need to take more than 25 working days out of the office.
- Alongside the in-person teaching, you'll take part in 10 hours of virtual learning such as readings, tutorials and informal study groups for each module.



Schedule – Year 1

Block 1

Purposeful Leadership in a Complex World

- 15 credits including a residential component



Block 2

Environment, Society, Governance (ESG)

- 15 credits
- Delivered by Mark Lepere



Block 3

Strategy for a Transforming World

- 15 credits
- Delivered by Michael Witt



Block 4

Markets & Consumers of the Future

- 15 credits
- Delivered by Oguz Acar



Block 5

The Economics of Impact & Innovation

- 10 credits
- Delivered by Robyn Klingler-Vidra (2.5 days).



Strategic Finance & Accounting

- 15 credits
- Delivered by Jens Hagendorff (2.5 days)



Schedule – Year 2

Block 6

Strategic Human Capital

- 10 credits
- Delivered by Dana Minbaeva (2.5 days)



Managing Under Uncertainty

- 10 credits
- Delivered by Catherine Tilley (2.5 days)

Block 7

Innovation for Impact

- 15 credits
- Delivered by Elisa Alt



Block 8

Global Immersion (abroad)

- 15 credits



Block 9

The Impact Project

- 45 credits
- Delivered by Gillian Brooks



Block 10

Graduation Ceremony & Annual Alumni block



Impact on Your Team, Clients and Organisation

- Consider how you will manage your time so that any impact on your team or clients is minimal.
- Reassure your employer that you will work with them to mitigate where deadlines conflict with business needs.
- Indicate where you will be using your own time to complete your studies; this may include any agreed study days, unpaid leave, holiday or time in lieu. Include the programme schedule in your request.
- Highlight that as you are studying alongside work that you will be able to apply what you learn throughout the programme whilst remaining at work.



Financial Contribution

Employer Contribution

- Discuss how your development needs are not met with your organisation's pre-existing Learning & Development opportunities so that you can justify any additional expense.
- Speak to Human Resources to ascertain if there is a standard policy on funding external educational opportunities.
- Employer contributions can take many forms such as:
 - Matching the funding of the employee
 - % split in funding between employer and employee
 - Salary sacrifice
 - Tuition reimbursement
 - Paid study leave

You may need to factor in reduced hours or bonus payment sacrifices. It is important to state how you will make up the difference if your employer is not providing 100% sponsorship which may include:

- Executive MBA Scholarship at King's Business School
- Personal savings
- Postgraduate Loan with Student Finance England
- Postgraduate Loan with Lendwise

Provide the fee payment structure in your business case, including deductions from loans or scholarships.

Payment Structure

- The amount you will pay and dates for instalments will vary depending on the value of any scholarships/Alumni discount or company sponsorship you receive. Here is an example of what the payment structure *could* look like:

Payment	Date	Value
Tuition Fee for Programme	Paid in Instalments	£49,900*
Deposit (deducted from fees as 1 st instalment)	Paid within 1 month of the date of offer	£5,000
Scholarship	Applications are made post-offer	10% to 50%
Personal Savings	N/A	VALUE
Tuition Fee Loans such as the Postgraduate Loan with Student Finance England or LendWise	N/A	VALUE
2 nd Instalment	31 st October 2024	£7,475*
3 rd Instalment	31 st January 2025	£12,475*
4 th Instalment	31 st October 2025	£12,475*
5 th Instalment	31 st January 2026	£12,475*

Statement of Commitment & Conclusion

Commitment to your Employer

- Conclude your business case by reaffirming your commitment to your organisation as well as to the programme which may include lock-in periods or reimbursement of the tuition fees.
- Ensure that you demonstrate that you are taking responsibility for your professional development and committed to returning the investment made by your employer (by way of funds and expertise).

Top Tips

- Familiarise yourself with the decision-making process on employer-sponsorship within your organisation. It is advisable to obtain buy-in from the relevant staff before submitting the formal application.
- Be prepared for any push-back from your employer and persist with negotiations.





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Good Luck!

An Executive MBA is an investment in your future ...

at King's it is an investment in everyone's future.

If you have any questions or would like to arrange a 1-1 consultation, please get in touch via executivemba@kcl.ac.uk



This document was created in January 2024 and was correct at the time of publication. King's reserves the right to adapt programme content, teaching team and other programme details to ensure the course remains relevant. Please check the college website or directly with executivemba@kcl.ac.uk for up-to-date information.