

## Employer Sponsorship for your MBA: Crafting a Compelling Business Case

This document offers guidance on how to construct a persuasive business case, empowering you to present a compelling argument to secure the support you need for your MBA journey.

### *Preparing Your Proposal*

- ✓ **Explore Official Policies:**  
Familiarize yourself with your company's policies regarding the sponsorship of executive education. Larger organizations often have dedicated learning funds and established processes for sponsorship.
- ✓ **Determine Employer Contribution:**  
Explore the many ways your employer can offer support, from various financial support methods, such as percentage splits, salary sacrifice, and tuition fee reimbursement after completion, to non-monetary support like adjusted working hours, additional days off, and assistance with travel, accommodation, or related expenses.
- ✓ **Identify Decision Makers:**  
Determine who holds the authority to approve sponsorship, as it may not be your direct supervisor. Understanding the decision-making hierarchy is crucial.
- ✓ **Strategic Timing:**  
Consider the timing of your proposal. Waiting until you've applied and been accepted into your chosen program demonstrates commitment and allows you to tailor your proposal more precisely.
- ✓ **Assess Overall Program Costs:**  
Delve into the comprehensive costs associated with the program, including tuition fees and potential additional expenses (e.g., travel, accommodation).

### *Writing Your Proposal*

- ✓ **Explain Your Program Choice:**  
Highlight why you selected a particular MBA program and how it aligns with your personal and professional needs.

#### *Example Statements:*

- **Flexible**  
The program is designed for working professionals, requiring only approximately four days off per month, with a total duration of xx months.

- **International**  
Exposure to a diverse student body from around 20 nations, providing insights into international markets and fostering a network of global managers.
  - **Diversity:**  
A diverse student body enhances the learning environment, fostering innovation and bringing fresh ideas to your organization.
  - **Practical-Relevant Curriculum:**  
Hands-on teaching methods and a practical curriculum that applies directly to real-world business scenarios, taught by a faculty of both academic and industry experts.
  - **Leadership Development:**  
Emphasis on practical leadership development to enhance project and team management skills.
  - **Reputation:**  
WU ranks among the top 1% of business schools worldwide, accredited by AACSB, AMBA, and EQUIS, with regular top rankings by Financial Times and other prestigious media.
  - **Global Team Project (Global EMBA):**  
A unique opportunity for global collaboration through a virtual team project with students from Executive MBA programs worldwide.
- ✓ **Align Your MBA with Company Objectives:**  
Before presenting your MBA proposal to your employer, it is important to clarify how your pursuit of an MBA directly aligns with and meets your company's strategic needs. Clearly outlining the enhanced skills you will bring to bear on ongoing projects or challenges adds significant value to your proposal. In addition, reinforcing your commitment to the company post-MBA is critical.

*Example Statements:*

- **Innovation and Adaptability:**  
The rapidly changing business landscape demands innovation and adaptability. Through the MBA program, I will cultivate a forward-thinking mindset and develop skills to identify and capitalize on emerging opportunities. This newfound ability to drive innovation aligns seamlessly with our company's commitment to staying at the forefront of our industry.
- **Cross-Functional Collaboration:**  
The MBA's emphasis on collaborative learning and cross-functional engagement will equip me with the skills to foster synergy among diverse teams. This collaborative approach ensures a fruitful exchange of ideas and best practices, enhancing our

company's internal communication and teamwork, ultimately driving more effective and efficient operations.

- **Addressing Current Challenges:** Whether framed as a master's thesis or a capstone project, the program offers a distinctive opportunity to directly address current challenges faced by our company. Through in-depth research and analysis, the goal is to produce actionable insights that contribute meaningfully to strategic decision-making, effectively resolving pressing issues within our organization.
- **Leadership Development and Talent Cultivation:**  
The MBA program's emphasis on leadership development seamlessly aligns with our company's dedication to fostering internal talent. My objective is to acquire advanced leadership skills through the program, contributing to our ongoing efforts in talent cultivation. This will fortify our leadership pipeline, ensuring the enduring success of our organization in the long run.
- **Strategic Corporate Social Responsibility (CSR):**  
In an era where corporate social responsibility is paramount, the MBA program's focus on sustainable business practices and ethical leadership will enable me to integrate strategic CSR initiatives within our company. This aligns with our commitment to social responsibility and community engagement, enhancing our brand reputation and stakeholder relationships.
- **Leveraging Diverse Technological Insights:**  
Drawing from the rich and diverse professional backgrounds within the student cohort, the MBA program provides valuable insights into technology trends and innovation. By gaining insights into emerging technologies and strategies, I will contribute to the integration of technology within our business operations, ensuring we maintain a competitive advantage in the industry.
- **Commitment to Organization:**  
My commitment to staying with the company is unwavering. I am dedicated to leveraging the comprehensive skills, tools, and extensive network acquired during my MBA journey to actively contribute to the success and growth of our organization. This commitment extends beyond the duration of the program, ensuring a long-term positive impact on our collective objectives.

### *Further Assistance*

As you seek employer sponsorship for your MBA journey, feel free to reach out if you need more information or have specific questions about our programs. Our dedicated team is here to support your professional growth and academic excellence. For assistance or to explore how our programs can align with your career goals, visit our website at <https://executiveacademy.at/en/> or contact us at [mba@wu.ac.at](mailto:mba@wu.ac.at).