

Making a Business Case for Company Support

Starting your business case

By 2025, 50 percent of all employees will need reskilling, according to the World Economic Forum's Future of Jobs Report. Many companies see the value in reskilling and are willing to contribute towards their employees' program tuition fees. Here are some tips to help you prepare a business case for sponsorship to your employer.



Before you start your proposal

- 1. Is your boss the decision-maker?** Identify who will be making the decision on whether or not to sponsor your program, this may not be the person you report directly to. Keep your boss informed and onboard, but influence the decision-maker.
- 2. Is there an official policy on sponsoring higher education in your company?** In larger organizations, there may be a specific process to follow for you to ask for sponsorship as well as a dedicated learning fund.
- 3. You might want to apply to the program of your choice and get accepted to Nexford first.** This shows a real commitment and allows you to tailor your business case to the program you've chosen.

Writing your business case

Explain why you have chosen the program, how does it fit your personal and professional needs?

Here are some example statements you could use to highlight the strengths of the Nexford MBA program:

Flexibility

The program is specifically designed for working professionals and doesn't require me to take time out from work. The program usually takes an average of **18 months**, but I aim to complete my studies in **12 months**. I can complete my studies 100% online and can pause my studies if work commitments require it.

Global

96 percent of 2019-2020 learners recommend Nexford. The flexible way to learn while you work means the network is ambitious. Its global community is from 65+ countries – working at top companies such as Microsoft, Deloitte, Google, EY, GE, and GSK. I'll be learning how to thrive and operate within a culturally diverse team.

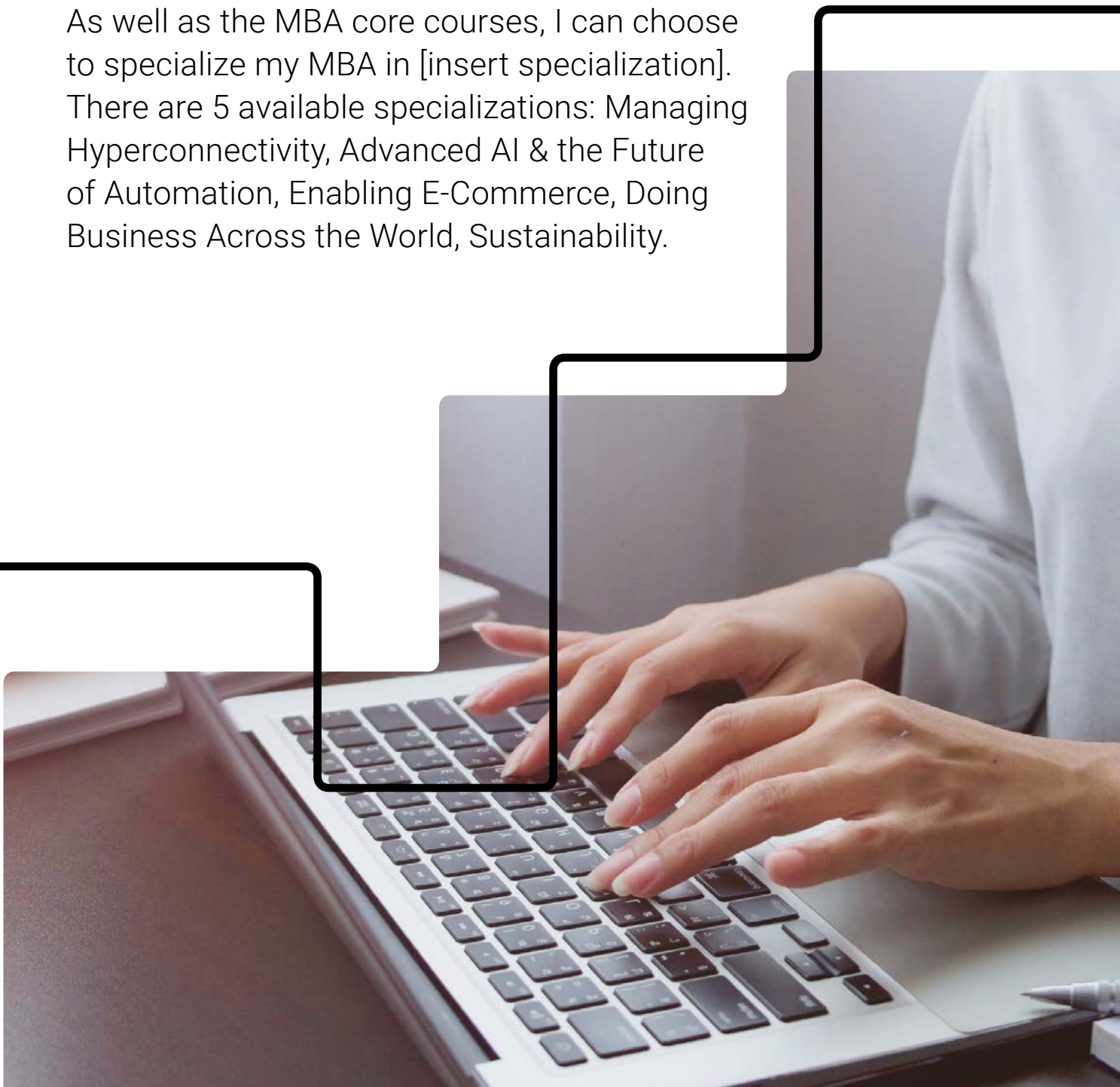


Practical Curriculum

Nexford's practical approach means I won't be memorizing management theory, I'll be applying what I learn to real-world business scenarios. I'll also be learning from a faculty with 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.

Specializations

As well as the MBA core courses, I can choose to specialize my MBA in [insert specialization]. There are 5 available specializations: Managing Hyperconnectivity, Advanced AI & the Future of Automation, Enabling E-Commerce, Doing Business Across the World, Sustainability.



How will your program benefit your organization?

Before approaching your employer, identify how you can match your company's needs with the learning outcomes of your program. Is there a specific project you'll be able to apply your learning to, for example?

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

- The business is looking to expand operations globally, an [MBA with a Specialization in Doing Business Across the World](#) will provide me with valuable insight to make a strategic contribution to this goal.
- As part of the program, I will complete a real-world end of project milestone 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.

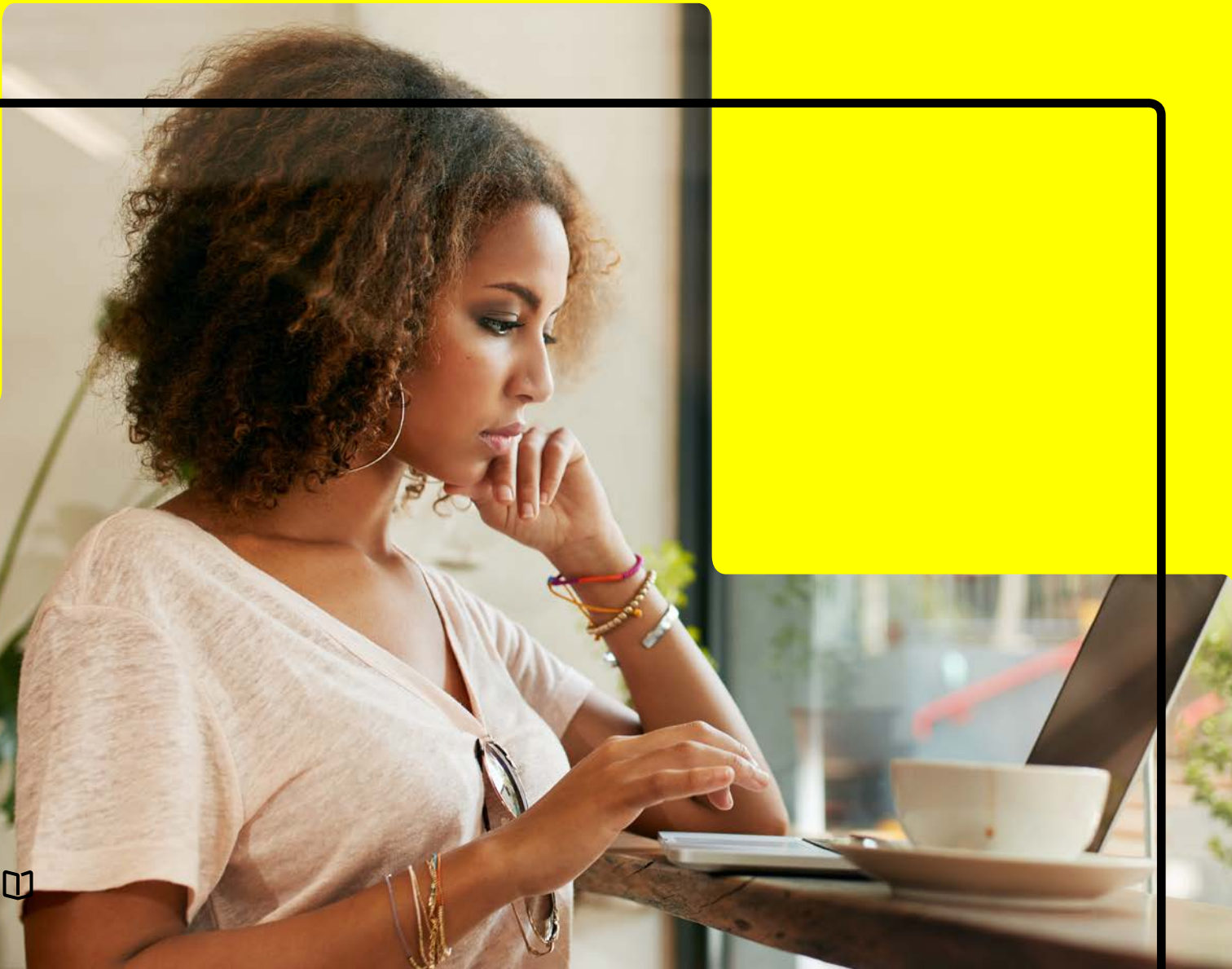




- The business needs to increase its digital marketing presence and create an online growth strategy. An [MBA with a Specialization in Enabling E-Commerce](#) will enable me to make an informed contribution in these areas, suggesting new digital product extensions.
- I am 100% committed to staying with the company and using the skills, tools, and network gained during my MBA to benefit the organization.

What contribution do you need from your employer?

Your employer can contribute towards your tuition fees in many ways, including percentage splits, salary sacrifice schemes, reduced hours, program fee reimbursement after successful completion of courses, and bonus structures. Be knowledgeable of what the program will cost, and what level of commitment from your employer you really need to enroll.



Here's a break-down of the program costs for Nexford's programs:

Program	Full cost	Average completion time
MBA	From \$160/month	18 months
Certificate - intermediate	From \$80/month	4 months
Certificate - advanced	From \$160/month	6 months
Course - intermediate	From \$80/course	2 months
Course - advanced	From \$160/course	2 months

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