

Securing Support for your EMBA program

A Tool Kit for gaining your organization's backing

HOW TO USE THIS TOOL KIT

This document will aid you in gaining financial and logistical support for your Executive MBA program from your company or organization.

The two major hurdles EMBA students face are time (for on-campus residencies) and money. An Executive MBA program takes time – for our programs, 19 months (10 -11 weeks away from work) – and it costs money. Our all-inclusive tuition is \$85,000 before possible scholarships and sponsorship are applied.

This Tool Kit seeks to help you overcome these hurdles, and others, by providing data and information you can share with your supervisor. Share the entire slideshow, or showcase certain information and repackage it so it is useful to you when pitching your back-to-school plan.

Also, we can share with you our EMBA Programs informational webinar slides. This supplemental information may be useful to you in your internal discussions with your organization.

- Highlights of Purdue EMBA Programs
 - Why a Purdue Executive MBA program?
- Benefits to Your Company
 - Why is your continuing education in the company's best interest?
- Your Plan: Personal Development & Beyond
 - Explain how your EMBA plan fits into the larger picture
- Logistics
 - Format and scheduling
- Financial Sponsorship
 - Let's talk money

Why a Purdue Executive MBA program?

CURRICULUM: Employee will earn a solid foundation in essential business topics and will learn the languages of accounting, finance, leadership, marketing, negotiations, operations, and more. The Purdue EMBA program allows the employee to personalize the curriculum through electives, while the IMM Global EMBA takes students to seven countries on four continents for a truly global education.

ROI: Alumni of Purdue's EMBA programs enjoy an admirable return on investment. In its most recent worldwide EMBA program rankings (2015), The Economist noted the following:

Purdue Executive MBA Program

- Percentage of students who have been promoted or grown their own company within two years of graduation: 63
- Percentage increase on pre-EMBA salary for alumni, on leaving the program: 44.4 (No. 12 ranking)
- Percentage increase on EMBA graduation-time salary for alumni, after two years: 31.6

IMM Global Executive MBA Program

- Percentage of students who have been promoted or grown their own company within two years of graduation: 70
- Percentage increase on pre-EMBA salary for alumni, on leaving the program: 25.3
- Percentage increase on EMBA graduation-time salary for alumni, after two years: 48.9

VALUE: No EMBA program can offer its students what we offer our students at our price. Purdue University is dedicated to ensuring students have access to an affordable education. A little research* will show that Purdue EMBA Programs' tuition is very competitive, particularly for a residency program that blends online and in-class learning and offers international educational experiences.

*Ask us to provide you a program comparison. Let us know up to three other EMBA programs you are considering, and we'll stack them up against our EMBA and IMM Global EMBA programs on 23 dimensions, including class size, fees, number of electives and so on.

Why is your continuing education in the company's best interests?

- **Coursework:** Employee completes 48 credits across all disciplines needed for a manager; courses taught by top faculty from prestigious business schools around the world, including Krannert School of Management at Purdue University; coursework includes real-world capstone course, electives, global immersion;
- **Application:** Employee starts to use skills and knowledge while in the program. Can engage in new ways and increase impact resulting in higher revenue, lower costs, increased efficiencies, better decision making and more; said 2015 alum Alex Parilli: "Every time I went to a residency I came back with things that I could implement immediately."
- **Financial Impact:** More than 50% of our alums save their companies \$12 million annually (*Purdue survey*); alumni will share their stories of financial impact with you;
- **After Graduation:** Employee can participate in continuing education online webinars, on-campus Back to School events, and Purdue events;
- **Networks:** Employee forms lifelong ties with professionals from around the world across variety of industries; these professionals have a minimum five years' work experience and an average of 14 years. Employee can reach out to this network for solving future work challenges.

Visit krannert.purdue.edu/executive/emba/program-benefits to read recent alumni testimonials of how their companies benefited from their Purdue EMBA education.

Explain how your EMBA plan fits into the larger picture

You likely have a personal development plan at work. If you do, consider folding into the plan your pursuit of an Executive MBA. If you don't yet have a personal development plan, create a 1 to 3-year plan and share it with your supervisor.

In your plan:

- Lay out your **objectives** for earning an EMBA, including how the degree will benefit you and your company
- Highlight some of the EMBA program **research** you've done and show why Purdue is a good fit for you
- Consider your organization's and industry's conditions, and what **solutions** you will be able to provide thanks to your new knowledge base and skill set
- Develop a **timeline** of when and how you can and will share with your colleagues the knowledge you gain from your EMBA courses and fellow classmates (a Purdue EMBA 2016 alum held a workplace team meeting the Monday following every residency so he could share what he'd just learned)
- Include your EMBA program's **course listing** (we can provide you detailed course syllabi and learning outcomes)
- Suggest implementing a **retention agreement** with your company – 2 years is a common length of time

Format and scheduling

Your EMBA program will require time away from work for the quarterly on-campus residencies. In our EMBA program, you are required to be in the classroom for 10 weeks over a 19-month period; in the IMM Global EMBA Program, it's 11 weeks total during the 19-month program.

While our students do not disconnect entirely from work matters while in residency – many check in during daily breaks – our most successful students are able to focus on school while on campus.

When discussing the logistics of how you will wed your EMBA program and your professional duties, we suggest you:

- Provide your supervisor a copy of the program schedule
- Have a clear understanding with your supervisor of how your time away will be handled: EMBA students typically use a mix of vacation time and unpaid leave for the quarterly residencies
- Emphasize to your employer that their support of your academic pursuits is crucial to your success in both the EMBA program and in your career
- Reiterate that Purdue's EMBA programs are designed for working professionals – it is a busy 19 months, but our alumni can testify to the many benefits of our programs' residency format
- Keep your supervisor up-to-date on your progress in the program and on interesting company visits, class discussions, networking events, guest speakers, and all the ways your education is enhancing your value to the company

When approaching your supervisor about financial sponsorship for your EMBA program:

- Be realistic. Fewer and fewer EMBA students are fully funded by their company. 85% of Purdue's EMBA students receive some tuition assistance. About 10% are fully funded.
- Present a breakdown of costs associated with your EMBA program, including approximate travel costs. (The Purdue EMBA Programs team can help with this breakdown.)
- Prepare a plan for how you will cover the costs, which could include:
 - Personal savings/Private loans
 - Scholarship money awarded
 - Federal loans (for U.S. citizens)
 - Company support
- Provide an exact figure to your supervisor of the amount you are requesting the company cover or reimburse.

Ensure you start this process early, so your supervisor or HR department has adequate time to consider your request.

*We are ready to put you in touch with recent alumni who successfully navigated this discussion with their respective employers.

- ✓ Contact Purdue EMBA Programs.
- Request a program comparison and a resume review by our admissions committee by emailing admissions director Nancy Smigiel at nks@purdue.edu.
- Set up a call with a Purdue EMBA Programs' alum to learn how they approached their company regarding support for their education.
- Meet with your company's HR office to understand standard support options within your organization.
- Prepare your plan and meet with your supervisor to review the plan.
- Update the Purdue EMBA Programs team on progress and request additional information if needed.
- Request an interview with members of our admissions committee – a formal admission or conditional admission decision can aid you in your internal discussions. Email Nancy at nks@purdue.edu.
- Complete our application and enrollment steps.
- Start your Purdue EMBA program!