The Lancaster Executive MBA: Business Case Guide

Create and present a compelling business case for the Lancaster Executive MBA with key advice from our Programme Director Emma Watton

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Creating your Business Case

In deciding to start a part-time MBA, you will be taking on a two-year project that will improve your knowledge of business, and your capability as a manager and leader. This is excellent news for you, but your employer may need a little more information before they will fully support you!

We recommend focusing on three key points when creating your case.

1. Time
2. Cost
3. Benefits to your organisation
Creating your Business Case - Time

How long will you be away from work, how often and what will the impact be?

The Lancaster EMBA is taught in block modules which run Thursday-Saturday. This means that you’re only away from work for two days every 6-8 weeks for the core modules. The elective modules are online and can usually be completed without time away from work.

The majority of assessments are work-based, meaning that you will be improving the organisation at the same time. This enables your employer to benefit instantly from everything you are learning, rather than waiting for the completion of your studies.
Creating your Business Case - Cost

Course fees, payment and other financial support

Lancaster’s EMBA is very competitively priced for a fully accredited, high quality MBA.

Your company can make a request to pay the fees in instalments. This allows them to split the cost into four instalments across two academic years, which equate to three budget years for most organisations, rather than requiring them to find the full fee out of one year’s training budget.

There are significant scholarships available for self and partially funded applicants. Applicants may also be eligible for the UK government’s postgraduate loan which can offer up to £11,222 (October 2020) towards the cost of a Masters degree.
Creating your Business Case – Benefits

*Possibly the most important element of your business case, what will your organisation get by supporting you?*

Originally, the Executive MBA was designed with a consortium of businesses who wanted to develop their people and their organisations at the same time. As a consequence, most of the assessments on the course require you to focus on a ‘live’ issue, one that is important to your organisation.

Under supervision from a tutor, you use your experience and the ideas learned on the module to tackle an issue and produce recommendations. This means you get to network internally, develop a more holistic understanding of your organisation, and provide valuable recommendations that will improve the organisation.

In addition, our consultancy challenge module will be made available to your organisation in future years, offering a consulting project from a group of experienced managers.

Of course, your organisation also gets a more knowledgeable, capable, motivated and dedicated employee who can improve the business into the future.

**Tip:** When creating your proposal, you can clearly demonstrate the benefits for your employer by associating the modules of the Lancaster EMBA with specific elements of your role. Incorporating the ways your EMBA learnings will help to overcome challenges in your organisation is a simple way to add credibility to your proposal and demonstrate your commitment.
Supporting your case

There’s lots of supporting information that you could include with your proposal to add detail and reinforce the benefits.

We recommend the following:
• Download our prospectus
• Review the programme outline and module content
• Discover our alumni – their testimonials are a great way to see where our EMBA graduates come from and where they progress to following their course.

You may also wish to include recommendations from key colleagues and evidence of your performance and previous work to emphasise your suitability for the programme. The more support you can acquire, the stronger your proposal will be when you present it to the key decision makers within your organisation.
Presenting your proposal

Once you’ve put together your proposal and supporting documentation, you’ll need to present it.

Here’s our advice for a successful presentation:

• Make sure you’re ready to overcome any initial objections by having a good understanding of the EMBA programme details and strong motivations for enrolling.
• Be prepared to negotiate – if your organisation is unwilling to fund the full course fees they may agree to partial sponsorship to help you achieve your goal.
• Be passionate – demonstrate your enthusiasm and emphasise your flexibility. This paves the way for an open discussion around the solutions to any anticipated issues.
• Once a (hopefully positive) decision has been made, it’s crucial to maintain the momentum by following up on it and ensuring your application and enrolment go without a hitch!
Any questions?

We’re always on hand to assist with any queries you may have.

- Contact our dedicated EMBA Recruitment & Conversion Officer, Sarah Steadman: mba@lancaster.ac.uk
- Visit our website to find more information: www.lancaster.ac.uk/emba