

SAMPLE REQUEST FOR CORPORATE SPONSORSHIP

Note: This document is presented only as an illustration and does not necessarily represent a model sponsorship request.

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GENERAL INFORMATION

Why [COMPANY] should sponsor an employee in a Graduate Certificate program

[COMPANY] is in a period of tremendous growth.

The economy has experienced global recessions - if applicable.

Company is experiencing transition or change.

Stress that companies can always use good management.

Include examples of how you will utilize your Graduate Certificate learnings to benefit the company.

Express loyalty to the organization for supporting your education.

Personal Qualifications

Proven performance coupled with drive and dedication yield a candidate with a strong probability for program success.

Throughout my brief period of employment, my achievements have demonstrated successful management qualities such as diligence, intelligence, innovation, flexibility and strong performance. Namely [COMPANY] has seen:

- Specific achievement
- Specific achievement
- Specific achievement

CARLSON GRADUATE CERTIFICATE PROGRAM DESCRIPTION

Program Description

Graduate Certificates are designed for working professionals to gain learnings in a specific topic to add immediate value to their organization and hone their existing skills.

[COMPANY] Benefit: I will have the benefit and experience of a Graduate Certificate without disrupting my career. Further, a University of Minnesota MBA adds credibility to my capacity as [YOUR ROLE] while providing a foundation for any future positions I may achieve.

Diversity of Experience

All the Carlson Graduate Certificate students are vetted through a rigorous application process. Students take courses alongside fellow Carlson MBA & Master's students. Real work issues are discussed in the class and knowledge can be immediately applied to any role or organization. The interaction between learning best practices, theory, and real-world application should yield returns. In addition to the experience gained academically, I will meet professional from other top companies in various industries in the area.

[COMPANY] Benefit: I will have direct contact with management from several major companies in various industries. Continuous executive exposure expands my management communication skills. There is clear benefit to augmenting my network/prospect base. In addition to direct business potential, I can gain tremendous insight into the needs of my classmates' industries. Further, classmates and/or professors may help me strategize situations providing direct solutions.

CARLSON GRADUATE CERTIFICATE PROGRAM DESCRIPTION

Experience

Traditional Candidates

The Carlson Graduate Certificate Program is designed for students:

- young professional with little to no work experience looking to enhance their business skills
- season business professional looking to dive deep into a key topic area for their own growth and development
- MBA or Master's graduate looking to continue to stay on top of new trends in various business functions

My Experience

OUTLINE YOUR QUALIFICATIONS HERE

Time Commitment

The program is flexible for candidates to chose both the pace of the program and the method of taking courses. Courses are offered on weeknights, weekends, and online through the fall, spring, and summer semesters. If a course interferes with work requirements, I will have a conversation with my supervisor or use my {Company} vacation as needed. If needed, the program also allows candidates to take terms off to adjust for busy periods in work or other personal changes.

My Time Considerations

I believe that I can handle the program commitments in addition to my normal activities.

Give examples of how you will manage your work and school time commitments, especially...

CARLSON GRADUATE CERTIFICATE PROGRAM DESCRIPTIONS

Management Promotions

Although a key consideration for enrollment in the program is a genuine desire toward demonstrating dedication to the management objective and becoming a more desirable and qualified management candidate, I understand that [COMPANY] sponsorship does NOT entitle me to any promotions either during the program or upon its completion.

Performance Expectations

I understand that my expected performance level and financial quota targets will not be reduced as a result of sponsorship in the Carlson Graduate Certificate Program.

Employment Guarantees

In appreciation for sponsorship (and in the difficulty of finding generous employers granting biweekly absence), [COMPANY] can expect that I am not seeking other employment. I would also expect that [COMPANY]'s sponsorship represents a faith in my ability to complete the program. Notwithstanding, I understand that these expectations are in no way obligations. At any time prior, during, or following the University of Minnesota program, either [COMPANY] and I may terminate my employment with [COMPANY] for any reason without obligation.

Sponsorship Commitments

I understand that any program sponsorship commitments cease if my employment terminates for any reason.

Other Notes

Sponsorship Alternatives

I am open to considering any alternative arrangements for sponsorship in the Carlson Graduate Certificate Program that [COMPANY] may propose.

APPENDIX A: GRADUATE CERTIFICATE PROGRAM LAYOUT

Asset Management	
Associated Graduate Degree: Part-Time or Online (12 cr)	
Required Courses (6 cr)	<ul style="list-style-type: none"> Financial Accounting - MBA 6030 Financial Management - MBA 6230
Elective Courses (choose 6 cr)	<ul style="list-style-type: none"> Debt Markets - FINA 6121 Portfolio Analysis - FINA 6321 Intro to Derivatives and Financial Risk Management - FINA 6522 International Financial Management - FINA 6621 Securitization Markets - FINA 6324

Business Analytics	
Associated Graduate Degree: Master in Applied Analytics (12 cr)	
Required Courses	<ul style="list-style-type: none"> Mathematics Essential for Business Analytics - MABA 6490 Programming for Business Analytics - MABA 6311 AI for Competitive Advantage -MABA 6251 Practical Statistics for Business Applications - MABA 6121 Data Management and Big Data - MABA 6321 Data Visualization - MABA 6341

Corporate Financial Management	
Associated Graduate Degree: Part-Time or Online (12 cr)	
Required Courses (10 cr)	<ul style="list-style-type: none"> Financial Accounting - MBA 6030 Financial Management - MBA 6230 Financial Decisions - FINA 6241
Elective Courses (choose 2 cr)	<ul style="list-style-type: none"> Financial Services Industry - FINA 6123 Mergers and Acquisitions - FINA 6222 Adv Corp Financial Decisions -FINA 6242 Financial Modeling - FINA 6322 International Financial Management - FINA 6621

Entrepreneurship & Innovation	
Associated Graduate Degree: Part-Time or Online (12 cr)	
Required Courses (6 cr)	<ul style="list-style-type: none"> • Introduction to Entrepreneurship - ENTR 6020 • Technology Strategy - MGMT 6070 • Management of Innovation and Change - MGMT 6050
Elective Courses (choose 6 cr)	<ul style="list-style-type: none"> • Developing New Ventures - ENTR 6021 • Financing Business Ventures - ENTR 6023 • Managing the Growing Business - ENTR 6036 • Corporate Venturing - ENTR 6037 • New Product Design - ENTR 6041 or 6042 • Start-up - Consumer Dev & Testing - MGMT 5102

Leadership for Managers	
Associated Graduate Degree: Master in Applied Analytics (12 cr)	
Required Courses	<ul style="list-style-type: none"> • Leadership 7 Personal Development - MGMT 6465 • Leading Others - MBA 6110 • Management of Teams - MGMT 6084 • Negotiation Strategies - MGMT 6004 • Cross-Cultural Management - MGMT 6310 • Change Management - HRIR 5000

Medical Industry	
Associated Graduate Degree: Part-Time or Online (12 cr)	
Required Courses (6 cr)	<ul style="list-style-type: none"> • The Healthcare Marketplace - MILI 6990 • Medical Technology Evaluations - MILI 6589 • Healthcare Analytics - MILI 6963
Elective Courses (choose 6 cr)	<ul style="list-style-type: none"> • Healthcare Payers: US and Global - MILI 6920 • Information Technology in Healthcare - MILI 6562 • Pharmaceutical Industry- MILI 6235 • Medical Device Industry - MILI 6421 • Healthcare Law: Strategic and Business Implications - MILI 6421 • Healthcare Delivery Innovations - MILI 6992 • Anatomy & Physiology for Managers - MILI 6991 • MILI Global Valuation Lab - MILI6997 • Supply Chain Management in the Health Care & Medical Devices Sector - SCO 6090

Strategic Management	
Associated Graduate Degree: Part-Time or Online (12 cr)	
Required Courses (6 cr)	<ul style="list-style-type: none"> • Strategic Management - MBA 6300 • Financial Accounting - MBA 6030
Elective Courses (choose 6 cr)	<ul style="list-style-type: none"> • Corporate Strategy - MGMT 6085 • Industry Analysis - MGMT 6031] • Technology Strategy - MBA 6070 • Managing the Strategy Process - MGMT 6033 • Strategic Alliances - MGMT 6032 • Competing Globally - MGMT 6040 • Management of Innovation - MGMT 6050

Strategic Marketing	
Associated Graduate Degree: Part-Time or Online (12 cr)	
Required Courses (5 cr)	<ul style="list-style-type: none"> • Marketing Management - MBA 6210 • Strategic Marketing - MKTG 6088
Elective Courses (choose 7 cr)	<ul style="list-style-type: none"> • Brand Strategy - MKTG 6082 • Pricing Strategy - MKTG 6075 • Buyer Behavior - MKTG 6055 • Digital Marketing - MKTG 6086 • International Marketing - MKTG 6072 • Marketing Channels - MKTG 6060 • MKTG Research-Rapid Insight - MKTG 6051

Supply Chain Management for the Medical & Health Sector	
Associated Graduate Degree: Part-Time or Online or Master of Science in Supply Chain Management (13 cr)	
Required Courses (7 cr)	<ul style="list-style-type: none"> • Supply Chain & Operations - MBA 6220 • SCM in Health Care and Medical Device Sector - SCO 6096 • Service Mgmt - SCO 6051
Elective Courses (choose 6 cr)	<ul style="list-style-type: none"> • Data Analysis for Managers - MBA 6120 • Project Mgmt - SCO 6041 • Ops Excellence via Lean Thinking - SCO 6098 • Big Data Analytics for Supply Chains - SCO 6191 • Logistics and Transportation - SCO 6048 • Strategic Sourcing - SCO 6045 • Managing Technologies in Supply Chain - SCO 6072 • Process Involvement - SCO 6091 • Supply Chain Risk and Security - SCO 6092 • Responsible Supply Chain Management - SCO 6094 • Supply Chain Finance - SCO 6192