

Sample Memo to an Organizational Sponsor

TO:
FROM:
RE: Boston University's Executive MBA Program

Organization name is well aware of the benefits it receives by supporting advanced education for its employees, such as an MBA program. This is clearly evidenced by the positive attitudes of the corporate policies on this subject.

I am interested in applying to such a program offered by Boston University, which brings me to the purpose of this memo: to describe the attributes of Executive MBA programs in general, and Boston University's program in particular and to request written sponsorship from *Company Name*.

WHY AN EXECUTIVE MBA?

Before I discuss the features of the program, I'd like to start with the most important question: Why do I want to earn an MBA degree from an Executive MBA program?

The reason I have selected an Executive MBA program rather than a traditional part-time MBA is because of the inherent design of these programs. Executive MBA programs are much more practical than traditional MBA programs as the material is presented in a modular approach, which allows students to immediately apply what they learn in the workplace, rather than waiting until a class is offered in a semester that applies. The program is completed within a 17-month period, which gives the advantage of having the material come together as a whole more quickly. The other participants in the program are also mid and senior level managers, from whom I can also learn.

Executive MBA programs are taught by senior faculty members, who contribute to the high quality experience. Executive MBA programs also present the course material in a slightly less theoretical, more "hands-on" manner, which I prefer. These programs are not "light weight" as the best are accredited by the American Assembly of Collegiate Schools of Business (AACSB) by which all the top-tier business schools are accredited.

FEATURES OF THE BOSTON UNIVERSITY EXECUTIVE MBA PROGRAM

The Boston University Executive MBA Program brochure is attached to this memo, and a program overview is presented below:

- Accelerated 17-month program that meets for two days (Friday and Saturday) every other week. Simplifies logistics and makes it easier to plan work, travel and study schedules.
- Program also includes four one-week intensive residence periods away from work.
- Material is presented in integrated, cross-functional modules rather than individual courses.
- Class members selected for balanced and diverse experience. Participants have 10-20 years of professional experience.
- 40-member class goes through entire program as a group.
- Location in Boston at BU's School of Management, a state-of-the-art executive learning facility.
- Organizational sponsorship is required.

Based on the high caliber of student, the quality of the faculty and the format of the program, I believe Boston University's Executive MBA Program best meets my needs for advanced management education.

POTENTIAL ISSUES

Organization Name must sponsor me in writing for this program. Naturally, there will be some issues regarding this, so I have tried to anticipate what they might be and offer some recommended solutions:

PROGRAM FEE

The fee for the Executive MBA Program is \$78,000 and includes tuition, books, lodging, breakfast, lunches, and selected dinners during residence weeks, overnight weekends, as well as accommodations, land cost and intra-country travel for the international seminar (*participants responsible for international airfare*).

Executive MBA Programs are generally believed to be two or three times the cost of a traditional MBA program. This is no longer true as the attached analysis will show.

TIME AWAY FROM WORK

Because this program meets every other Friday and Saturday, this means I would miss work one day out of ten (two days per month). In exchange for sponsorship, I am willing to make-up this day on the Saturday of the week that classes don't meet. There are three residence weeks (Monday through Friday) and a ten-day international seminar during the 17 months. This means twenty-five days away from the office during this time period. In exchange for sponsorship, I am willing to use my vacation days to account for these days out of the office.

CONCLUSION

I believe that the Boston University Executive MBA Program has many advantages over a traditional part-time MBA program from which both *Company Name* and I would benefit. Janice Dolnick, the Director of the Boston University Executive MBA Program is available to answer any questions that a corporate sponsor may have pertaining to this program and can be reached at 617-353-7087.



MBA PROGRAM COMPARISON

The Part-time and Executive MBA Experience at Boston University

	<u>Part-Time MBA</u>	<u>Executive MBA</u>
ACCREDITATION	AACSB	AACSB
ADMISSIONS REQUIREMENTS		
<i>GMAT</i>	Required	Optional
<i>Undergraduate Degree</i>	Required	Required, some exceptions made
<i>Work Experience</i>	Strongly Recommended	Minimum 10 years
<i>Interview</i>	Optional/Informational	Required
LENGTH OF PROGRAM	3-5 years	17 months
CLASS SCHEDULE	3 hour evening classes	All day Friday/Saturday classes
	1 or 2/semester M-Th 6:00-9:00	27 weekends, 14 hours/weekend
CURRICULUM	38 required credits 26 elective credits	4 modules 3 residence weeks & a 7-10 day international seminar
	Concentrations available	Capstone project
START DATES	September or January	January only
CLASS SIZE	50 students	40/45 students
STUDENT SERVICES	Provided onsite	Provided onsite
COST	64 credits	64 credits
	\$1,184 x credit/hour \$75,776 (Tuition only)	\$79,500 total program cost: tuition, accommodations, meals, books and materials, international seminar
LOCATION	Boston	Boston
DEGREE RECEIVED	MBA	MBA