

## **Sample Letter/Template for Requesting Employer Support and Financial Sponsorship for Fuqua's Accelerated MSQM: BA Program**

*Note: This document is pieced together from letters used by students to present a case to their company to secure support for time off and financial sponsorship to attend a graduate business degree program. Not all of the statements apply to each company nor the desires of each applicant. This letter should only be used as an example, not a definitive model, and carefully examined for content that may or may not be accurate or relevant to your situation.*

Dear XXXXX,

I have prepared this letter to discuss pursuing a Business Analytics online degree through Duke University's Fuqua School of Business. I've considered all that this entails and concluded that studying business analytics management at a highly regarded business school is right at this juncture in my career and will enhance my ability to drive successful results for COMPANY.

I would like to request financial support for the cost of tuition, and have laid out some points for your consideration. I hope to convey my value proposition that includes further leadership development and academic training along with a new extended network that will lead to growth opportunities and synergies for COMPANY. I am confident my participation in Duke's Business Analytics program will lead to increased financial results well beyond the cost of tuition.

I see earning a quantitative business analytics degree as a route to helping me grow at COMPANY for many years to come. The tuition is approximately \$XX,XXX spread over two calendar years and the program completes in only 12 months, which is a timeline I favor. I am also highly motivated to get as much out of the experience as possible. This includes—with your help—being very intentional in leveraging my learnings at work.

### **Why should COMPANY sponsor my Business Analytics degree?**

**COMPANY is experiencing tremendous growth (or rapid decline) and needs Managers who are equipped to lead and make evidence-based decisions in uncertain times.**

Cite revenue, stock value, etc. Companies in periods of rapid growth or decline can be vulnerable and require more strategic and analytic know-how and leadership throughout all ranks.

**The global economy is changing at a pace we've never experienced before.**

Duke's network and global focus provide a context through which to view our rapidly changing business world and their degree programs attract students from a variety of functions and industries. This has convinced me that I would learn ways others have overcome challenges similar to ours.

**My performance record, drive and dedication are hopefully seen as indications of my passion and ability to leverage my newly learned skills at COMPANY.**

Throughout my employment, I believe my achievements have demonstrated a high level of intelligence, innovation, flexibility and leadership. Specifically, COMPANY has seen: (Include evidence of performance

and quantifiable measurements, awards, feedback from clients, employee review, etc. Provide hard data if applicable in the form of appendixes attached to the letter.)

### **Developing managers internally is valuable and attractive to new hires.**

A key reason I joined COMPANY is that I was impressed by how you groom your high-potential employees. I believe a combination of company expertise and the rigor of a quantitative management program in business analytics is the perfect formula to develop internal talent in analytics management, an area of high growth and potential, where few employees currently have experience.

### **Duke's Accelerated Master of Science, Quantitative Management: Business Analytics Program Description**

#### **Program Overview**

Duke University's Fuqua School of Business is internationally recognized and has been consistently ranked one of the top graduate business schools in the world. The Accelerated MSQM: Business Analytics program blends the strong business foundation I received earning my XXX graduate degree with a rigorous quantitative curriculum, enabling students to bridge the communications gap between data analysts and management. We can leverage Fuqua's 23,000+ alumni network to learn ways other organizations have addressed issues, and as a source for talent gaps we may have. Fortunately, because online classes are held on weekends, students meet their degree requirements in one year without interrupting their careers.

**COMPANY Benefit:** I will have the benefit and experience of learning from a world-class faculty how to harness our data and make it more useful without disrupting my career--while simultaneously providing immediate value to COMPANY. Furthermore, a Duke business degree adds credibility to my position and provides a solid foundation on which to build future responsibilities.

#### **Curriculum**

The Accelerated MSQM: BA curriculum enhances a general business management foundation with training in quantitative analytics. Each term will cover quantitative courses such as data analytics and applications, fraud analytics, and decision models. Part of the curriculum focuses on soft skills like personal and organizational leadership and business communications (a course list and descriptions can be provided). The course(s) in \_\_\_\_\_ is (are) of particular relevance to COMPANY and its efforts to develop a new product or implement a new process or strategy.

**COMPANY Benefit:** Throughout the program I will develop new tools to drive efficiency and growth within my teams and the company. Not only will I have a deeper understanding of my side of the business—applying that expertise in my day-to-day responsibilities—I will have a stronger analytics understanding that will help me find solutions to a broader set of company challenges.

#### **Diversity of Experience**

All Accelerated MSQM:BA students must already have a master degree in business to be accepted into the program. Therefore, students bring real scenarios into the classroom discussion, and the knowledge

and perspectives gained can be immediately applied to situations at COMPANY. The close interaction between theory and practice yields immediate returns.

**COMPANY Benefit:** Through my classmates' experiences, I can gain cross-industry insight which can be used to understand our clients' needs.

### **Effective Leadership Training**

I have benefitted and thrived working with some very successful and intelligent people at COMPANY. I view this Accelerated MSQM: BA program as another opportunity to engage with successful business leaders as well as Duke faculty, who have expertise in other industries or functions. In addition to the program curriculum, I plan to participate in the three-day leadership intensive to improve my teambuilding, and my personal and organizational leadership skills.

**COMPANY Benefit:** I will gain knowledge and leadership skills that I can immediately apply within my team and that will help me grow into a more successful leader.

### **Employment Guarantees**

I understand that sponsorship from COMPANY is not an obligation. Therefore, in appreciation for your support and sponsorship, COMPANY can expect that I will not seek other employment during and for a predetermined time after completing my degree. I also understand that any sponsorship commitments will cease if my employment is terminated for any reason. If COMPANY provides some level of financial support for the program, I am entirely willing to formalize a commitment to pay back any tuition.

### **Conclusion**

I appreciate your consideration in sponsoring time off and any tuition costs. Going back to school, while working, represents a considerable sacrifice of personal time and finances on my part. At this point, I want go forward because the program and degree will make me better at what I do. My commitment to COMPANY remains steadfast and I feel that Duke's dynamic learning environment will allow me to grow as a professional while at the same time add immediate value to COMPANY.

Best regards,

SIGNATURE

Additional suggestions and information:

Quantify the amount of business for which you're responsible to help support the argument of why you need the tools to better manage and grow that business responsibly.

Offer to connect your company's decision maker/s on sponsorship with one of our Directors of Admissions if they have questions.