

## Building a Business Case

Students who are undertaking a course of study part-time whilst still working may choose to approach their companies to ask for financial support to help cover all, or part of, their tuition fees. Many companies find that sponsoring an employee has a number of benefits for their organisation. However, if you decide to take this route, it is vital that you present a compelling and coherent case to your company to help them understand why they should be making this investment in you. Below you will find a few helpful tips on things you should consider when approaching your company or organisation for sponsorship:

- Identify and demonstrate the value and benefits that the Executive LLM can bring to your team, your company and to you.
- Think about who you are presenting your case to – is it your line manager? HR representative? CEO?
- Clearly outline the level of support that will be required from your employer.
- Explain the commitment that will be required of you throughout the programme.
- Provide your company with all the relevant and up to date information about the programme including dates, costs and location.
- Demonstrate how this programme can help the needs of the company/organisation.
- How will this course add to your development?
- Research whether your company already offers support for similar programmes or development needs.
- Highlight what you can bring back to the organisation.
- Explain why the Executive LLM in particular is the course for you. Why do a degree from the London School of Economics?

For further help or advice on talking to your company about sponsorship please contact us at: [law.ellm@lse.ac.uk](mailto:law.ellm@lse.ac.uk)