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CBS Partnerships
2019

connect collaborate create

How can you benefit from collaborating with CBS?

A successful partnership is defined as being mutually beneficial. CBS wishes to create value by offering relevant collaborative opportunities that contribute to the development of your business. This can be done through formalised as well as more ad-hoc based activities that fit the needs of your company or organisation.

Our aim is to bridge CBS and society at large by connecting CBS' broad portfolio of education and research to society. Our primary objective is to create value for our students, the business community, the public sector and CBS.

In 2019, we present four different types of partnerships: Corporate, Collaboration, Growth and Network. In addition,

we offer a number of employer branding and recruitment services.

For all types of partnerships, your company will be assigned a designated contact person from CBS Business, who will be your closest link to relevant stakeholders across CBS, while at the same time serving as a proactive advisor for new possible ways of collaboration.

We look forward to connecting, collaborating and creating with you.

Louise Seest
Director, CBS Business

Corporate Partnership

A Corporate Partnership with CBS is an exclusive collaboration where Corporate Partners contribute to CBS and benefit from privileged access to our students and cutting-edge research.

Exclusive access to CBS

Corporate Partners have a unique opportunity to provide CBS students with invaluable real-life experience, preparing them for their careers and strengthening the company's ability to attract highly qualified candidates.

A Corporate Partnership with CBS is reserved for companies who have a high level of involvement in CBS in terms of research, education and career activities.

The partnership is for:

- > companies that support CBS' research through our Endowed Professorship programme
- > CEMS Corporate Partners based at CBS

> companies affiliated with the CBS Case Competition, either as a case company or supporting the CBS Case Competition as a Preferred Partner

> Companies supporting and contributing to AIB 2019 Annual Meeting as a Platinum Sponsor

Corporate Partners benefit from the same opportunities as Collaboration Partners but do not pay the partnership fee and are also entitled to place their name on a CBS auditorium free of charge.

Contribution: Contact CBS Business

CORPORATE PARTNERS 2018

Deloitte.

 **MAERSK**

QVARTZ

 **Coloplast**

 **Orsted**

 **Danske Bank**

 **VELUX®**

 **novo nordisk®**

 **Arla®**

 **Santander**
CONSUMER BANK

Collaboration Partnership

A Collaboration Partnership is for companies who wish to establish close relations with CBS and have a high demand for talent acquisition. This partnership between Collaboration Partners and CBS is a strong, mutual relationship based on customised collaboration.

Engagement with CBS

Collaboration Partners are provided with the opportunity to collaborate with CBS in areas of relevance to your company and CBS. We invite our partners to contribute to our study programmes by offering them to actively take part in relevant education and research activities.

Some companies wish to participate as guest lecturers, in research activities, case collaborations or the like. Together with your designated contact person from CBS Business, you can identify relevant opportunities on an ongoing basis.

Recruitment and employer branding

Our Collaboration Partners are also granted access to our rich portfolio of activities targeted towards recruitment of CBS students and recent graduates. This could be the opportunity to co-create workshops for students on selected career themes

or to take part in our mentor programme or entrepreneurship and innovation activities at the Copenhagen School of Entrepreneurship.

We also offer you exclusive early bookings for participation in CBS Career Fair and CBS Career Night.

Exposure

Your logo will be exposed at CBS for more than 20,000 students and guests. We offer you a large company logo on five campus areas, exposure on selected online platforms, printed CBS material and exposure of your printed material at Solbjerg Plads.

Collaboration Partners have an exclusive opportunity to name an auditorium at Solbjerg Plads for an additional fee.

Contribution: DKK 30,000 per year

COLLABORATION PARTNERS 2018



Growth Partnership

It is CBS' ambition to strengthen our collaboration with small and medium-sized enterprises as well as promising start-ups. We offer Growth Partners the ability to connect with CBS' students and faculty in order to develop a lasting and beneficial partnership.

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Engagement with CBS

Our Growth Partners are provided with the opportunity to collaborate with CBS in areas of relevance to your company and CBS. We invite Growth Partners to take part in showing our students that working for a growth company or starting their own business is a viable path to a successful career after graduation. Some companies have for instance served as case companies, given a guest lecture or participated in our job search events targeted at small and medium-sized enterprises and start-ups. Together with your designated contact person from CBS Business you can identify relevant opportunities on an ongoing basis.

Recruitment and employer branding

Growth Partners are also granted access to our rich portfolio of activities targeted towards recruitment of CBS students and recent graduates. This could be the opportunity to co-create workshops and events for students on selected career themes or to take part in our mentor programme or entrepreneurship and innovation activities at the Copenhagen School of Entrepreneurship. We also offer you a small Growth Partner stall at CBS Career Fair free of charge.

Exposure

Your logo will be exposed at CBS for more than 20,000 students and guests. You will get a small company logo on five campus areas, exposure on selected online platforms, printed CBS material and exposure of your printed material at Solbjerg Plads.

Contribution: DKK 10,000 per year

GROWTH PARTNERS 2018



VALUER+



DE·DI·KA·TI·ON



Network Partnership

The Network Partnership is targeted at labour unions and unemployment insurance funds who wish to support CBS' students and recent graduates in the transition from student to working professional.

Exposure and branding at CBS

We offer our Network Partners exposure at CBS and the opportunity to attend selected career events and co-create some of our career activities.

This partnership is centred around a number of recruitment and branding services combined with a customised collaboration built on the individual needs of the

organisation and the current employment situation of CBS' students.

Together with your designated contact person from CBS Business, you can identify relevant opportunities on a continuous basis and plan how to engage with students at CBS in terms of career development and working life.

Contribution: Contact CBS Business

NETWORK PARTNERS 2018



AKADEMIKERNES
ambitiøse ÅKASSE

CBS IN FIGURES 2018

TOTAL NUMBER OF STUDENTS

20,422

BACHELOR 7,167
MASTER 7,744
EXECUTIVE MASTER 2,039
DIPLOMA 3,472

INTERNATIONAL STUDENTS

5,109

EUROPE 4,020
ASIA / AUSTRALIA 542
NORTH AMERICA 345
OTHER 202

TOTAL NUMBER OF GRADUATES

6,819

BACHELOR 1,925
MASTER 3,566
EXECUTIVE MASTER 307
DIPLOMA 1,021

NUMBER OF ALUMNI

>90,000

RESEARCH

ARTICLES IN PEER-REVIEWED JOURNALS

444

RESEARCH PUBLICATIONS

1,528

Employer Branding & Recruitment Services

CBS Business offers a number of recruitment and employer branding services to all relevant companies that wish to engage and attract CBS students and recent graduates.

CBS CAREER FAIR

We host our renowned CBS Career Fair at Solbjerg Plads in February and October. Promote your employer brand and career opportunities to thousands of CBS students and recent graduates.

This service includes:

- > Extensive online and on-campus promotion of CBS Career Fair and the participating companies
- > Stall space
- > Meals and refreshments
- > Event assistance
- > Evaluation report

You have an exclusive opportunity to rent an interview room or host a company presentation in an auditorium for an additional fee.

DKK 20,000

CAMPUS STALL

Meet CBS students with a campus stall at Solbjerg Plads, Graduate House or another relevant CBS location. Present your career opportunities or promote an event to bachelor and master students.

A campus stall includes:

- > E-mail campaign
- > Exposure on event calendars
- > Exposure on CBS screens
- > Stall equipment
- > Event assistance

DKK 10,000

CBS GRADUATE NIGHT

We dedicate an evening to a career theme, for example corporate graduate programmes. Present your company and provide our students with insight into the specific theme.

This service includes:

- > Online and on-campus promotion of CBS Career Night and the participating companies
- > Company presentation in an auditorium
- > Networking session
- > Stall space
- > Meals and refreshments
- > Event assistance
- > Evaluation report

DKK 10,000

EVENT PACKAGE

Promote your company event on-campus or off-campus to a targeted group of CBS students through selected communication channels.

This service includes:

- > E-mail campaign
- > Exposure on CBS screens
- > Exposure of brochure material
- > Exposure on event calendars and online platforms
- > Event assistance (on campus only)
- > Evaluation report (on campus only)

DKK 10,000/ DKK 5,000 for CBS partners

Employer Branding & Recruitment Services

CBS Business offers a number of recruitment and employer branding services to all relevant companies that wish to engage and attract CBS students and recent graduates.

RECRUITMENT PACKAGE

Promote your company recruitment campaign or off-campus event to a targeted group of CBS students through selected communication channels.

This service includes:

- > E-mail campaign
- > Exposure on CBS screens
- > Exposure of brochure material

DKK 10,000/ DKK 5,000 for CBS partners

CAREERGATE: CBS' JOB & PROJECT SITE

Use CBS CareerGate to reach +30,000 users for your:

- > Targeted recruitment
- > Online employer branding via real-time interaction
- > Thesis and project collaboration (free of charge)

All communication is segmented to the relevant target groups, and performance of activity is measured.

*Guidance, sales and operation are handled by: Graduateland Aps,
+45 5054 9929, sales@graduateland.com*

CAREERGATE.CBS.DK

Do you want to learn more?

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+45 3815 2066
cbs.dk/collaboration

All prices are excluding VAT. Subject to changes in price and content. November 2018.

CBS has the following international accreditations and strategic alliances:

