

**connect  
collaborate  
create**

# **CBS Partnerships** 2020



COPENHAGEN BUSINESS SCHOOL  
HANDELSHØJSKOLEN

# 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 to contribute to the development of your business. This is done through conceptualised activities as well as more customised activities fitting the needs of your company or organisation.

Our aim is to connect CBS' broad portfolio of education and research to society. Our primary objective is to create value for our students, the business community, public organisations and CBS.

In 2020, we have five different types of partnerships: Corporate, Collaboration, Engagement, Growth and Network. In addition, we offer a number of employer branding and recruitment services.

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 are highly involved in CBS in terms of research, education and career activities.

The partnership is for:

- › companies supporting 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
- › For companies substantially supporting Nordic Case Challenge

## Exposure

Your company logo will be exposed to more than 20,000 students and guests at six CBS campus areas, selected online platforms and printed CBS material. Additionally, we offer to display your company's printed material on campus.

**For further information, please contact CBS Business.**

## Corporate Partners

**Deloitte.**

**PFA**  
More for you

 **MAERSK**

  
novo nordisk®

**QVARTZ**

**GN**

**Carlsberg**  
Group

**CIP**  
Copenhagen Infrastructure Partners

**Danske Bank**

**VELUX®**

 **Coloplast**

**ENERGINET**

**Copenhagen Airports** 

**Ørsted**

# Collaboration Partnership

A Collaboration Partnership is for companies having a high demand for talent acquisition who wish to establish close ties to CBS. 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 relevant to your company and CBS. We invite our partners to contribute to our education programmes through active participation in relevant education and research activities. Some companies wish to participate as guest lecturers, in research activities, case collaborations or similar. 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 also have access to our broad portfolio of activities targeted at recruiting CBS students and recent graduates. For instance, 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. In addition, we offer you exclusive early bookings for participation in CBS Career Fair and CBS Graduate Night.

## Exposure

Your company logo will be exposed to more than 20,000 students and guests at six CBS campus areas, selected online platforms and printed CBS material. Additionally, we offer to display your company's printed material at Solbjerg Plads.

**DKK 30,000 per year**

## COLLABORATION PARTNERS 2019

**BCG** BOSTON CONSULTING GROUP

**accenture**

**KPMG**

**TDC Group**

**INVERTO**  
A BCG COMPANY

**FIH|PARTNERS**  
strategic principles. solutions

**BAIN & COMPANY**

**FINANSTILSYNET**

**CHR. HANSEN**

**COPENHAGEN MERCHANTS**

**ELSI**

**AT&Kearney**

**INSPARI**  
know. act. grow.

**Nykredit**

**SIMON • KUCHER & PARTNERS**  
Strategy & Marketing Consultants

**McKinsey & Company**

**Demant**

**BAYER**

**EY**

**DSV**

**Unilever**

**PA**

**pwc**

# Growth Partnership

CBS aims to strengthen collaboration with small and medium-sized enterprises as well as start-ups. We invite Growth Partners to connect with CBS' students and faculty in order to develop a lasting and mutually beneficial partnership.

## Engagement with CBS

Our Growth Partners are invited to collaborate with CBS in areas relevant to your company and CBS. Growth Partners are in a unique position to show our students that working for a growth company or starting their own business can be viable paths to a successful career.

For instance, some companies have 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 also have access to our broad portfolio of activities targeted at recruiting CBS students and recent graduates. For instance, the opportunity to co-create workshops and events for students on selected career themes. Or take part in our mentor programme or entrepreneurship and innovation activities at the Copenhagen School of Entrepreneurship. We also offer you a Growth Partner stall at CBS Career Fair free of charge.

## Exposure

Your company logo will be exposed to more than 20,000 students and guests at six CBS campus areas, selected online platforms and printed CBS material. Additionally, we offer to display your company's printed material at Solbjerg Plads.

**DKK 10,000 per year**

## GROWTH PARTNERS 2019



# 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 needs of the individual organisation and current employment situation of CBS' students.

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

## NETWORK PARTNERS 2019



AKADEMIKERNES  
ambitiøse A-KASSE

# Engagement Partnership

An engagement partnership is an offer for companies who are already substantially engaged in activities across CBS and do not yet have a formal partnership with CBS Business.

## **Exposure**

Your company logo will be exposed to more than 20,000 students and guests at six CBS campus areas, selected online platforms and printed CBS material. Additionally, we offer to display your company's printed material at Solbjerg Plads.

# Employer Branding & Recruitment Services

## 2020

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**



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## 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

## 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

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

## 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

## 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

## 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.

This service includes:

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

DKK 10,000

## 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](mailto:sales@graduateland.com)

CAREERGATE.CBS.DK

## DO YOU WANT TO LEARN MORE?

CBS Business  
Copenhagen Business School  
Solbjerg Plads 3  
2000 Frederiksberg

business@cbs.dk  
+45 3815 2066  
cbs.dk/collaboration

*All prices are exclusive of VAT.  
Subject to changes in price and content.  
November 2019.*

CBS has the following international accreditations and strategic alliances:



# CBS IN FIGURES 2019

## TOTAL NUMBER OF STUDENTS

**19,708**

BACHELOR 7,272

MASTER 7,582

EXECUTIVE MASTER 1,420

DIPLOMA 3,434

## INTERNATIONAL STUDENTS

**5,013**

EUROPE 4,007

ASIA / AUSTRALIA 491

NORTH AMERICA 309

OTHER 206

## TOTAL NUMBER of GRADUATES

**6,280**

BACHELOR 1,999

MASTER 3,129

EXECUTIVE MASTER 209

DIPLOMA 943

## NUMBER OF ALUMNI

**>90,000**

## RESEARCH

ARTICLES IN  
PEER-REVIEWED JOURNALS

**511**

RESEARCH PUBLICATIONS

**1,533**