

connect  
collaborate  
create

collaborate

CBS BUSINESS

# CBS Partnerships 2018

CBS  COPENHAGEN BUSINESS SCHOOL  
HANDELSHØJSKOLEN



## How can your company benefit from collaborating with CBS?

A successful partnership is defined as mutually beneficial and based upon common efforts to strengthen value creation. CBS wishes to contribute to this value creation by offering relevant collaborative opportunities that contribute to the development of your business through formalised and structured as well as more ad hoc-based relations that fit the needs of your company.

**Our aim is to generate and support bridge-building** between CBS and society at large by connecting CBS' rich portfolio of education and research to society in three main focus areas: Partnerships, Careers and Alumni. Our primary objective is to create value for our students, the business community, the public sector and for CBS.

In this leaflet, we present our three levels of partnerships: Growth, Collaboration and Corporate as well as an overview of the employer branding services we offer.

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 are looking forward to connect, collaborate and create with you.

**Louise Seest,**  
Director of CBS Business

## GROWTH PARTNERSHIP

It is our ambition to strengthen our collaboration with small and medium-sized companies in areas that will benefit your company as well as CBS. SMEs are important companies to strengthen the competitiveness in the society and we believe that CBS can contribute to innovation and business development in your company by offering relevant services to small and medium-sized companies. We offer your company to benefit from the following services:

### GO-CREATION

As a partner you are offered the opportunity to collaborate with relevant stakeholders at CBS.

- > Identification of relevant case collaboration for collaboration between CBS and your company, where you can work with student and staff with the innovation of your company
- > Opportunity to co-create in career workshops for targeted students on selected themes
- > Early-bird invitation to CBS events and conferences

### ENTREPRENEURSHIP AND INNOVATION

Get invited to events, workshops and mentor opportunities in the entrepreneurial and innovative education spirit at CBS and our Copenhagen School of Entrepreneurship.

Services for Growth Partners are:

- > Join a workshop twice a year
- > Apply for a mentorship position at CSE Minds
- > Get free tickets to CSE Startup Demo Day
- > Get free VIP tickets to CBS Entrepreneurial Day

### RECRUITMENT AND EMPLOYER BRANDING

Get access to our rich portfolio of activities targeted towards recruitment of CBS' students and graduates and participate in tailored events.

- > Assistance with selecting and targeting relevant activities for your company
- > Guidance in best practice and maximisation of your recruitment efforts

### EXPOSURE

Logo exposure at CBS for approx. 23,000 students and guests.

- > Small Growth Partner logo on five campus areas
- > Company logo online and on selected printed CBS material
- > Exposure of your printed material at Solbjerg Plads

Price: DKK 10,000 per year

## COLLABORATION PARTNERSHIP

Our Collaboration Partnership is designed for larger companies with a high demand for talent acquisition who wish to establish close relations with CBS on various levels. Collaboration Partners are invited to contribute to the development of our study programmes by having the possibility to actively take part in educational activities as well as contributing to relevant research activities. Collaboration Partners will benefit from the following services:

### GO-CREATION AND PARTICIPATION

As a partner you are offered the opportunity to collaborate with relevant stakeholders at CBS according to your company's needs.

- > Identification of opportunities for collaboration between CBS and you regarding:
  - Case collaboration
  - Guest lecturers
  - Research collaboration
- > Opportunity to co-create workshops for students on selected themes
- > Early-bird invitation to CBS events and conferences
- > Invitation to take part in Career Academy and CBS mentor programme
- > Opportunity to participate in our Executive in Residence programme

### INVOLVEMENT AND ACTIVITIES AT CBS

- > Mapping of your activities and involvement at CBS
- > Guidance in targeting specific, relevant students and creating impact
- > Contact person with industry-specific knowledge at CBS

### RECRUITMENT AND EMPLOYER BRANDING

Get access to our rich portfolio of activities targeted towards recruitment of CBS' students and graduates and participate in tailored events.

- > Early stall booking: CBS Career Fair twice a year
- > Early stall booking: Career Night (limited number of places)
- > Exclusive option to purchase the naming of an auditorium

### EXPOSURE

Logo exposure at CBS for approx. 23,000 students and guests.

- > Large Collaboration Partner logo on five campus areas
- > Company logo online and on selected printed CBS material
- > Exposure of your printed material at Solbjerg Plads
- > An offer to name an auditorium at Solbjerg Plads

Price: DKK 30,000 per year

## CORPORATE PARTNERSHIP

The Corporate Partnership is reserved for companies who already are engaged in CBS and have shown a high level of involvement in one or more areas like research, education, case competitions etc. Thus, a Corporate Partnership is offered to some companies exclusively that meet the requirement of a very high engagement in CBS' core areas of activities. The partnership is for:

- > Companies' who support CBS' research in our Endowed Professorship programme
- > Companies who are already Corporate Partner in the international CEMS-alliance, and contribute to the development of this programme
- > Companies affiliated with CBS Case Competition, either as a case company or as supporting the CBS Case Competition as Preferred Partner

Corporate Partners will benefit from the same services and collaboration possibilities as Collaboration Partners, but will also have the benefits of not paying the fee for the partnership and also have the company's name on a auditorium free of charge.

## CBS IN FIGURES 2017

TOTAL NUMBER OF STUDENTS

**21,703**

BACHELOR **7,172**  
 MASTER **8,396**  
 EXECUTIVE MASTER **1,885**  
 DIPLOMA **4,250**

INTERNATIONAL STUDENTS

**5,111**

EUROPE **4,012**  
 ASIA / AUSTRALIA **555**  
 NORTH AMERICA **354**  
 OTHER **190**

### GRADUATES

TOTAL NUMBER OF GRADUATES

**7,482**

BACHELOR **1,959**  
 MASTER **4,379**  
 EXECUTIVE MASTER **180**  
 DIPLOMA **964**

### RESEARCH

**498**

ARTICLES IN PEER-REVIEWED JOURNALS

**1,721**

RESEARCH PUBLICATIONS

### CBS ALUMNI

**>90,000**



# RECRUITMENT & EMPLOYER BRANDING

CBS wishes to be known as the the main supplier of highly qualified graduates and we offer a number of services to all companies that wish to engage and attract talents to join your organisation.

## CBS Business:

- > Offers exposure and visibility of your company brand across CBS
- > Facilitates and provides a wide variety of services and events that support your company employer branding strategy
- > Connects you to high performers of the next generation
- > Provides you with up-to-date knowledge and advice for company recruitment

Services on this page are optional and are offered to all relevant companies. The services below are add-ons to the services in the partner programme and are charged separately.

## ARE YOU HIRING? JOIN 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. You can choose to strengthen your hiring efforts at a Career Fair, by also conducting interviews with selected students or make a company presentation in a auditorium where you can present your company and open positions to a wider audience.

A Career Fair includes:

- > Extensive online and on-campus promotion of CBS Career Fair and the participating companies
- > 2x3 m stall space
- > Event assistance
- > Evaluation report for your company
- > Tables and chairs
- > Meals and refreshments

**Price: DKK 20,000 per fair**

Charged separately:  
Interview room DKK 5,000 per room  
Company presentation in auditorium DKK 5,000

## BASIC PROMOTION PACKAGE

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

This package includes:

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

**Price: DKK 8,000**

## SPECIFIC INDUSTRY THEMES – CBS CAREER NIGHT

We dedicate an evening to a career theme, e.g.: graduate programmes, consulting nights – a career in a specific industry. This type of event is an excellent opportunity to present your company and provide our students with insights into the specific theme and the career opportunities at your company. Career Night also features a networking session.

A Career Night includes:

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

**Price: DKK 10,000**

## PREMIUM PROMOTION PACKAGE

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

This package 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)

**Price: DKK 12,000**

## NAME ON AN AUDITORIUM

Enhance your company's visibility and employer branding attractiveness by an exclusive naming of a CBS auditorium at Solbjerg Plads.

This includes:

- > Your company logo next to the entrance
- > Your name on auditorium overviews

**Price: from DKK 50,000 per year**

Only available for Collaboration and Corporate Partners

## DO YOU WANT TO MEET THE STUDENTS? BOOK A CAMPUS STALL

Meet CBS students with a campus stall at Solbjerg Plads, Graduate House or at 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

**Price: DKK 10,000**

## CAREERGATE: CBS' JOB- & PROJECT SITE

Use the official CBS jobsite to promote your jobs, projects and internships to students and recent graduates.

Use CBS CareerGate for:

- > Find students for thesis collaborations and other projects tasks
- > Targeted recruitment
- > Reaching more than 20,000 users
- > Measuring the performance of your job ads

**Prices: CAREERGATE.CBS.DK**

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

## DO YOU WANT TO LEARN MORE?

Explore collaboration opportunities across CBS

Copenhagen Business School  
Solbjerg Plads 3  
2000 Frederiksberg  
CBS Business

business@cbs.dk  
+45 3815 2026  
cbs.dk/companies

Photo: Bjarke MacCarthy

April 2018

## CBS PARTNERS 2018\*



\* as of April 2018