

SONY
make.believe



European Graduate Programme

www.sony.eu/egp

egp European Graduate Programme

EGP Programme Structure



BUSINESS EXPERIENCE

Over the two years, our graduates rotate on two assignments taking roles in Sales Strategy, Product Marketing, Communications, Business Development, Finance...



TRAINING MODULES

Pan-European training modules are delivered by top management giving graduates a unique networking opportunity.



MENTORING

Each graduate receives a mentor from the middle management Leadership Development Programme.



SOCIAL ENTREPRENEURSHIP

Graduates collaborate in groups and apply their business skills making a real contribution to a social project.



Business Experience

2 x 12 months assignments

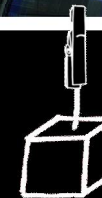
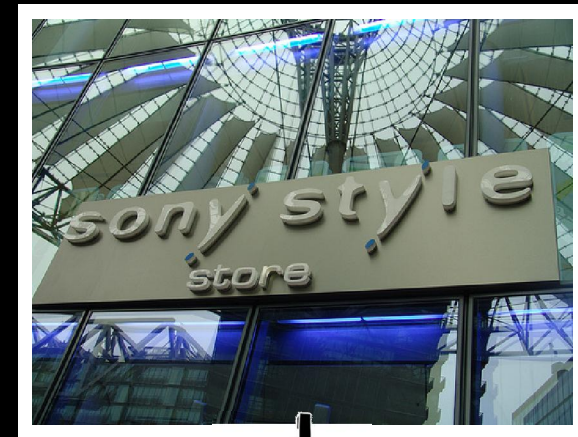
Graduates are expected to make a real contribution to the business!

Assignments in both European & local functions

Locations range from Lisbon to Istanbul!

A multitude of functions are available:

- Sales Strategy
- Product Marketing
- Communications
- Business Development
- Finance & Control





Training Modules

Understand the Value Chain components
of a global digital entertainment brand!

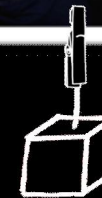
Trainings delivered by Top Management

Case Studies prepared in virtual teams

Graduates present results to Top Management

Feedback sessions with Top Management

Unique networking opportunity





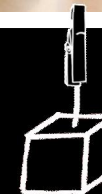
Mentoring Programme

Individual Mentoring

Informal advice & Career coaching

Matching process for each eurograd

All Mentors are part of
Leadership Development Programme





Social Entrepreneurship

Eurograds collaborate in teams during the final year of the EGP to provide business expertise to social enterprises

Application of acquired business skills to income-generating projects

Presentation of social impact to Top Management

Project Example:
Moving The Goalposts, Kilifi district, Kenya

“Create Business Plan to develop a social enterprise making affordable sanitary pads from locally available materials”

