

## **Global MBA Essay Questions**

**Instructions:** For each essay question, your response should be between 300 & 500 words. Please be sure to answer the question as it is asked, and include any information that would shed light on your unique profile and why you would be a great fit for the program. Please only answer the optional question if you find it necessary to share additional information about your candidature that is not already covered in the required essays or in other parts of your application. Happy writing!

### **Common Question #1 :**

What career are you targeting immediately following the MBA, indicating function, field, target company/companies, and region of the world? Similarly in detail, how does your career path continue in the medium term and long term?

### **For the specializations in Strategy & Management, Finance, and Digital & Analytics:**

#2: Please give an example of when you created positive change within an organization, highlighting elements of teamwork, leadership, creativity, and interculturalism, where applicable.

#3: Please briefly describe an important, current issue in your home country, and how you would address and solve this issue if you were in charge of the government.

#4: Optional essay: You may choose to write about a subject of your choice, if you feel you have something additional to share. You may also use this space to write about any of the components of your candidature that you feel requires additional explanation.

### **For the Specialization in Entrepreneurship & Innovation:**

#2: Please give an example of when you created positive change within an organization, highlighting elements of teamwork, leadership, creativity, and interculturalism, where applicable.

#3: Please briefly describe an important, current issue in your home country, and how you would address and solve this issue if you were in charge of the government.

#4: If you have a specific entrepreneurial idea that you'd like to develop in the course of this program, please outline it for us so that we may understand your vision and how we can support you in this process. If you don't have a specific entrepreneurial idea yet, please take an example of another recent start up that inspires you.

#5: Optional essay: You may choose to write about a subject of your choice, if you feel you have something additional to share. You may also use this space to write about any of the components of your candidature that you feel requires additional explanation.

For the Specialization in International Luxury Brand Management:

#2: Please describe in detail which categories of products and functions within the luxury goods industry interest you the most and why?

#3: What do you think are the major challenges luxury brands are facing worldwide today?

#4: Select a work of art, a film or a literary work that you particularly admire and write about it in such a way that the reader can share your interest for it.

#5: Optional essay: You may choose to write about a subject of your choice, if you feel you have something additional to share. You may also use this space to write about any of the components of your candidature that you feel requires additional explanation.

For the Specialization in Hospitality Management:

#2: From your experience so far, please describe what your contribution to the hospitality industry has been like until now and what it could be like in the future.

#3: Taking a well-known hospitality company with which you are familiar, explain its business model and identify the actions that it undertakes to insure its continued success.

#4: Optional essay: You may choose to write about a subject of your choice, if you feel you have something additional to share. You may also use this space to write about any of the components of your candidature that you feel requires additional explanation.