



ESSEC Global MBA

- Essay Questions -

Instructions: For each essay question, your response should be between 300 and 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!

Please note that you will answer these questions within the online application process and this document is a support to help you prepare your answers in advance.

Common question to be answered by all applicants:

#1 Why do you want to do an MBA? Why at ESSEC?

#2 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?

#3 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 applicants choosing the Luxury Brand Management Major:

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