

2016-17 Consortium Member School Application Essays

The essays below are published to assist Consortium applicants in preparation for the 2016-2017 application. The essays are current as of July 15, 2016 and could change before the application opens in mid-August. Applicants are encouraged to read each school prompt closely once the application is accessible.

Membership Essay

The mission of The Consortium is to enhance diversity in business education and leadership by helping the serious underrepresentation of African American, Hispanic Americans and Native Americans in both our member schools' enrollments and the ranks of management. What have you done pre-MBA in your business, academic or personal life to demonstrate commitment to this mission? What will you do while enrolled in your MBA program to demonstrate your commitment to the mission? What will you do post-MBA with respect to community service and leadership involvement to demonstrate your continued commitment to The Consortium's mission of diversity and inclusion?

Please provide [specific examples](#) of your involvement, actions and results. * (4,000 characters)

Core Application Essays

The following essay questions provide us with an opportunity to evaluate your strengths and weaknesses, experiences, and any other traits and abilities that are considered relevant to your educational goals and long-term career objectives. Please include your full name and date of birth (mm/dd/yyyy) on each page. Also include the essay number, page number and number of pages in the footer for each essay (Example: Essay #1 – Page 1 of 2). Type your essays in a standard size 8 1/2" x 11" MS Word document. Please limit each essay to no more than two double-spaced pages.

Core Essay One: Please describe your short and long term goals post-MBA. How has your professional experience shaped these goals and influenced your decision to pursue an MBA degree?

Core Essay Two: Is there any other information you would like to share that is not presented elsewhere in the application? You may also use this essay to provide further explanation of employment gaps, test scores, etc. (Optional)

University of California, Berkley

At Berkeley-Haas we seek candidates from a broad range of cultures, backgrounds, and industries who demonstrate a strong cultural fit with our program and defining principles. Our distinctive culture is defined by four key principles - Question the Status Quo, Confidence

Without Attitude, Students Always, and Beyond Yourself. We encourage you to reflect on your experiences, values, and passions so that you may craft a thoughtful and authentic response.

Essay #1: If you could choose one song that expresses who you are, what is it and why?*(2000 characters)

Your song can be in any language, from any culture, and does not need to contain lyrics. The strongest responses will focus on answering **why** this song expresses who you are.

Essay #2: Please respond to **one** of the following prompts: (2000 characters)

- Describe an experience that has fundamentally changed the way you see the world and how it transformed you.
- Describe a time when you were challenged by perspectives different from your own and how you responded.
- Describe a difficult decision you have made and why it was challenging.

In your response, clearly indicate to which prompt (1, 2, or 3) you are responding. We do not have a preference among the prompts and suggest that you select the one for which you can share a specific experience, professional or personal.

Optional Essay

Why Haas? (2000 characters)

University of California, Los Angeles

We believe that the best results are achieved when you share success, think fearlessly, and drive change. With this in mind, what are your goals at UCLA Anderson and in your short-term and long-term career? (4,000 characters)

Carnegie Mellon University

Essay #1 (Maximum 300 -350 words): Imagine that you meet up with a member of the admission committee at an airport while on a layover. You have an opportunity to make a memorable impression. Use this essay to introduce yourself. Include any information that you believe is important for the committee member to know about you both professionally and personally.

Cornell University

1. **The Roy H. Park Leadership Fellow Program is only available to US Citizens applying for the Two-Year MBA Program. The Park Fellowship is our full-tuition award and we select up to twenty-five Park Leadership Fellows each year.**

Park Fellows complete a rigorous leadership program in addition to academic classes. As part of the Fellowship obligations, each Park Leadership Fellow also makes a significant public service contribution to the Johnson community, Cornell University, or the surrounding community.

To receive consideration for the fellowship, you must submit your online application, complete an essay regarding leadership, and attend a Johnson Leadership Exploration and Assessment Day (L.E.A.D.) Event.

If eligible, would you like to apply for the Park Fellowship? Yes/No

If applying for the Park Fellowship, please answer the essay question below.

What is your greatest example of leadership and what personal qualities helped you succeed in that role? (500 word maximum)

2. Table of Contents Essay: You are the author of Your Life Story, please create the table of contents for the book. We value creativity and authenticity and encourage you to approach this essay with your unique style. Alternative submission formats may include a slide presentation, links to pre-existing media (personal website, digital portfolio, YouTube etc.), as well as visually enhanced written submission.

Maximum file size is 5MB. We cannot accept .zip or .exe files. If you choose to submit a written Table of Contents, please limit your submission to 500 words or fewer and use the space provided. If submitting a multimedia essay, please limit entry to 5 minutes.

Your non-written submission should be sent to the Johnson Admissions Team at mba@johnson.cornell.edu, with the following subject line: Consortium Table of Contents Essay

3. Impact Essay: At Cornell, we value students who create impact. Please indicate the opportunities for impact that you have identified through engagement with our community and describe how these interactions have influenced your decisions to apply to Johnson. (500 Word Maximum)

4. Optional Essay: Complete this essay if you would like to add additional details regarding your candidacy. For instance, if you believe one or more aspects of your application (e.g., undergraduate record or test scores) do not accurately reflect your potential for success at Johnson. If you are reapplying for admission, please use this essay to indicate how you have strengthened your application since the last time you applied for admission. (500 word maximum)

Dartmouth College

Please respond fully but concisely to the following essay questions. There are no right or wrong answers. We encourage applicants to limit the length of their responses to 500 words for each essay. Please double-space your responses.

Essay One: Tuck educates wise leaders who better the world of business. Please discuss why you are interested in Tuck specifically and how a Tuck MBA will enable you to become a wise leader with global impact.

Essay Two: As a diverse and global community, our students arrive at the same place from many different paths. Tell us about an experience in which you have had to live, learn and/or work with other people very different from yourself. What challenges and/or opportunities did you experience, how did you respond, and what did you learn about yourself as a result?

Essay Three: *(Optional)* Please provide any additional insight or information that you have not addressed elsewhere that may be helpful in reviewing your application (e.g., unusual choice of evaluators, weaknesses in academic performance, unexplained job gaps or changes, etc.). Complete this question only if you feel your candidacy is not fully represented by this application.

Essay Four: *(To be completed by all reapplicants)* How have you strengthened your candidacy since you last applied? Please reflect on how you have grown personally and professionally.

Emory University

Essay #1: The Business School is named for Roberto C. Goizueta, former Chairman and CEO of The Coca-Cola Company, who led the organization for 16 years, extending its global reach, quadrupling consumption, building brand responsibility, and creating unprecedented shareholder wealth. Mr. Goizueta's core values guide us in educating Principled Leaders for Global Enterprise. Provide an example of your leadership - professional or personal - and explain what you learned about yourself through the experience. (300 word limit)

Essay #2: Share with the committee and your future classmates a fun or noteworthy fact about you. (25 word limit)

Georgetown University

Essay One: What matters to you? Please share an experience from your past that illustrates why this matters to you and how it will enable you to contribute during your MBA Program (note: this does not necessarily need to be related to your professional goals). 500 word limit

Optional Essay: If you are not currently employed full-time, use this space to provide information about your current activities. (1,000 characters)

Video Essay: Please introduce yourself to your future Georgetown MBA cohort in a one minute video. You may paste the link to your YouTube or Vimeo video here:" (75 characters)

Dual Degree Essay: If you are applying to a dual degree program, please address how the additional degree will help you reach your goals. (2,000 characters)

Re-applicant essay: How have you strengthened your candidacy since your last application? We are particularly interested in hearing about how you have grown professionally and personally. In addition, please update the Admissions Committee on your short-term career goals following graduation from the Georgetown MBA program. (4,000 characters)

Indiana University

Essay #1: How did you first learn of the Kelley School of Business? How will the particular attributes of the Kelley MBA Program prepare you to meet your professional goals?*" (limit 500 words)

Essay #2: Share a brief fact about yourself that your classmates would find interesting, surprising or noteworthy (limit 25 words).

University of Michigan – Ann Arbor

Essay #1: How will the Michigan Ross program help you achieve your personal and professional goals? (up to 250 words)

Essay #2: What are you most proud of outside of your professional life? How does it shape who you are today? (up to 250 words)

New York University

Your Fit with NYU Stern*:

What actions have you taken to determine that NYU Stern is the best fit for your MBA experience?*" (250 words maximum)

University of North Carolina at Chapel Hill

Essay #1 (Optional): What personal qualities or life experiences distinguish you from other applicants? How do these qualities or experiences equip you to contribute to UNC Kenan-Flagler? (500 words)

Essay #2 (Optional): If you have not had coursework in core business subjects (calculus, microeconomics, statistics, financial accounting) or if your standardized test scores are low,

please tell us how you plan to prepare yourself for the quantitative rigor of the MBA curriculum. (300 words)

University of Rochester

Essay One (Required): Discuss your specific interest in completing the MBA program at the Simon School. What aspects of the Rochester MBA program make it a good fit for your studies and how do you anticipate contributing to the business school community? (250-500 word limit)

Essay Two (Required): In 25 words or less, provide us with an interesting fact about yourself not expressed elsewhere in your application. (25 word limit)

Essay Three (Optional): Share any information that you think is important in the evaluation of your application, including any concerns you think the Admissions Committee may have regarding your application. Discuss any unexplained gaps in work experience, choice of recommenders, academic or exam results, etc. (500 word limit)

University of Southern California

Please complete both sections in no more than 700 words combined:

1. What is your immediate short-term goal post-graduation from USC Marshall MBA program? (Please include industry and function information in your answer).
2. How will USC Marshall enable you to develop or improve your skills in order to reach your goals?

The University of Texas at Austin

Essay #1: The University of Texas at Austin values unique perspective and cultivates a collaborative environment of distinct individual contributions. It is the first day of orientation. You are meeting your study group, comprised of five of your classmates from various backgrounds. Please introduce yourself to your new team, highlighting what drives you in your personal and professional life. (250 words)

A) Students can also opt to submit a 1 minute video

Essay #2: Based on your post-MBA goals and what drives you in your personal and professional life, why is the Texas MBA the ideal program for you and how do you plan to engage in our community? (500 words)

Essay #3 (Optional Statement): Please provide any additional information you believe is important and/or address any areas of concern that will be beneficial to the Admissions Committee in considering your application (examples: unexplained gaps in work experience, choice of recommenders, academic performance, or extenuating personal circumstances). (250 words)

University of Virginia

1. What is your short-term, post-MBA career goal and why? (150 words)
2. Tell us what you would want your learning team to know about you (100 words)
3. If you could go anywhere in the world with Darden, where would you go and why? (50 words)
4. Charlottesville has a renowned film festival, book festival, and vibrant music scene. What is your favorite film, book, or song? (15 words)

Washington University in St. Louis

Essay: Please describe why you view the Olin Business School as a good fit for you.

University of Wisconsin-Madison

Fall 2017 Required Application:

Please make sure to answer the question in full.

Why do you want to pursue an MBA at Wisconsin at this point in your life? What actions have you taken to understand your selected career specialization, and why is this the best fit for you? What do you see yourself doing professionally after graduation?

Recommended Application Essay:

You have the option to complete one of the recommended essays. Please use this opportunity to share additional information about yourself with the admissions committee.

1. Describe an experience that has fundamentally changed the way you see the world and how it transformed you.
2. Teamwork and leadership are ingrained in the Wisconsin MBA program; from classes to extracurricular activities and beyond. Describe an impactful time you experienced as a leader. What challenges did you face, and what did you learn?
3. Describe an ethical dilemma you experienced at work; what decisions did you have to make and what was the outcome.

Optional Application Essay

1. Please use this optional essay to communicate additional information about yourself that is not represented in the application you feel would benefit the admissions committee.

Yale University

Essay Instructions: Please answer the essay question below within the specified word limit. Your essay must be entirely your own work. Although you may ask others for general feedback on your essay, you may not allow anyone else to edit it for you.

Essay #1: The Yale School of Management educates individuals who will have deep and lasting impact on the organizations they lead. Describe the biggest commitment you have ever made.

Optional Information

If you are a re-applicant please answer the following: Since your last application, please discuss any updates to your candidacy, including changes in your personal life, additional coursework, or extracurricular/volunteer activities. (200 words maximum)