

LECTURE FIVE HANDOUT 2

Source: <https://e-gmat.com/blogs/mba-essay-5-types-of-essays/>

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MBA Essays – 5 types of essays explained with examples

Here are the 5 types of MBA essays typically asked in a business school application:

1. Goals
2. Self-reflection
3. Contribution
4. Leadership
5. Video

GOALS

This is one essay that you can expect to see in most schools' MBA applications. The purpose of this essay is to understand your motivations for coming to business school and your plans thereafter. The question comes in all kinds of variants and word limits.

For example, Wharton has a 500-word question on this, whereas Tuck has a 300-word question on this. MIT Sloan, on the other hand, does not ask you about your goals at all. Some schools ask you to also talk about why you are interested in their specific program, as part of the same prompt.

Some examples of such MBA essays include: Booth: How will the Booth MBA help you achieve your immediate and long-term post-MBA career goals? (250 words minimum) Darden: What is your short-term, post-MBA goal and why? (150 words)

VALUES, IDENTITY, PERSONAL QUALITIES, AND SELF-REFLECTION ESSAY

This is a broad category that encompasses several different kinds of MBA essays. For example, some schools ask you to introduce yourself to your classmates (e.g. HBS, UT Austin). Answering such a question would require you to introspect.

On the other hand, for over a decade, Stanford GSB required applicants to talk about what matters most to them and why. Such questions require deep introspection in order for you to get to the core of your personality and influences. Such essays could also include failure essays or essays that ask you to talk about an ethical dilemma that you might have faced. Many schools have a variant of this kind of essay.

Some examples of such MBA essays include: Kellogg: What values are important to you and how have they influenced you? (450 words) Yale: Describe the biggest commitment you've ever made. (500 words) Tuck: Tell us who you are. (300 words)

CONTRIBUTION ESSAY

Student-led activities are at the forefront of most schools' culture. Consequently, an active student body is imperative for the success of student life initiatives.

The contribution essay in MBA applications is a great way for schools to assess what applicants might bring to the table. Some examples of such essays include: **Wharton**: Describe an impactful experience or accomplishment that is not reflected elsewhere in your application. How will you use what you learned through that experience to contribute to the Wharton community? (400 words) **ISB**: There will be 900 students in the class of 2021. Why should you be one of them? (400 words)

LEADERSHIP, ACHIEVEMENTS & IMPACT ESSAY

In this type of MBA essay, you usually have an opportunity to share a positive anecdote from your past to communicate your future potential to the admissions committee.

Some examples of such MBA essays include:

Darden: Please provide an example of a situation in which you made a meaningful impact (200 words) and

INSEAD: Describe the achievement of which you are most proud and explain why

VIDEO ESSAY - Video essays have been a relatively new innovation. These essays have an important distinction in that you may either have an opportunity to do retakes and submit your response in a considered manner or record your video impromptu. These essays could demonstrate your executive presence and ability to think on your feet. These could give the admissions committee a chance to assess softer aspects of your candidacy like body language, communication skills and presence of mind.

Some examples of such MBA essays include: **MIT Sloan** (pre-recorded): Please introduce yourself to your future classmates via a brief 60-second video statement.

Kellogg (impromptu): What are your career aspirations? How will you fulfill them and how will Kellogg help you?

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Wharton graduate, recipient of the Wharton India fellowship, serves on the board of the US-based non-profit AIGAC, i.e. the Association for International Graduate Admissions Consultants and Founder of Crack The MBA, an MBA consulting firm that has a 95% success rate to leading business schools globally.