

# The St. Gallen MBA, essay guidelines

Essay questions for classes starting in fall 2012:

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## Essay 1:

- Please detail your short and long term career plan. How do you feel the MBA in St. Gallen can help you in reaching your objectives? What is your backup plan should your immediate post-MBA plans not be successful?

When writing your essay, please keep in mind some of the following suggested guidelines:

- ✓ Focus on how you view your career unfolding from graduation to achievement of your ultimate short term and long term goals. Since your past experiences are likely indicators of your skills and future direction, you will want to briefly outline key aspects of your career history.
- ✓ Furthermore, your future career goals should flow logically from where you have been in your career and build upon what you expect to learn at the St.Gallen MBA. Do your career goals require the skills-set that a St.Gallen MBA degree would provide? Think about the narrative thread of your life and career and how the St.Gallen MBA is going to fit in, then expand into the future you want to make a reality through this education.
- ✓ You can also use this essay as an opportunity to showcase your thriftiness & creativity by expressing an alternative solution to achieving your life ambitions should you not succeed on your first attempt.

## Essay 2:

- Our mission is to develop responsible leaders, who can master tomorrow's challenge. Why do you think you can live up to this mission?

Here at the St.Gallen MBA, we believe passionate students with a well-grounded international perspective become responsible leaders of tomorrow. What are you passionate about? When have you successfully demonstrated your leadership and teamwork skills? What is the underlying motivation that drives you to become a responsible leader of tomorrow?

## Essay 3:

**Answer 1 of the questions below:**

- **Option A:** Euro currency crisis: What measures are required in your opinion to ensure the long-term survival and stability of the Euro?

- **Option B:** Detail the first steps you would or have already taken in establishing an entrepreneurial venture and targets you would set for long-term success.
- **Option C:** Facebook, LinkedIn, Google+; How and should a company integrate social networks into their marketing and communications mix? Please cite example companies/industries in your answer.
- **Option D:** Give an example of a country that is successful meeting it's commitments to Kyoto targets while maintaining sustainability long-term economic growth. Explain the key factors in this success.

All of these are important questions, however, who is to decide what is the right answer? We would like to see how you view some of today`s most pressing international issues. We will be looking for your ability to present a balanced argument and to demonstrate your opinion persuasively.

Your essays can have a maximum of **700 words**.

### **Additional Information**

If there is any other information that is critical for us to know and is not captured elsewhere, please include it. Examples of additional information include:

- Extenuating circumstances affecting academic or work performance
- Explanation of why you do not have a Letter of Reference from your current direct supervisor or peer
- Explanation of academic suspension or expulsion
- Any other information that you did not have sufficient space to complete in another section of the application (please begin the information in the appropriate section)
- Additional work experience that cannot fit into the space provided
- Additional information about your academic experience (e.g. independent research) not noted elsewhere