

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

- *Every major Business School will require you to submit atleast 3 or more of the essay types listed below.*
- *This eBook saves time by grouping MBA essays into various types to prepare you for the MBA essay writing journey.*
- *To view a given essay type, please click on its link.*

1. **[sTANDARD eSSAY](#)**: Career Goals (Short-term and Long-term); Why MBA at this stage and Why The Given Business School
2. **[cOMPETITIVE pOSITIONING eSSAY](#)**: Give 3 reasons why the given B-school should admit you
3. **[“yOUR VALUE-ADD TO THE CAMPUS” ESSAY](#)**: How will you contribute/add-value to the ABC Business School Community
4. **[LEADERSHIP eSSAY](#)**
5. **[eSSAY ON hANDLING cONSTRUCTIVE cRITICISM](#)**
6. **[iNTERNATIONAL eXPERIENCE ESSAY](#)**
7. **[aDDITIONAL/OPTIONAL eSSAY](#)** – Special Essay By A College Dropout
8. **[eSSAY oN iNTEGRITY](#)**
9. **[eSSAY oN gOING bEYOND](#)** What Was Expected Or Defined
10. **[iMPROVEMENT gOALS During/Through MBA](#)**

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

1. sTANDARD eSSAY: *Why is an MBA a critical next step toward your short- and long-term career goals? Why is Tuck the best MBA program for you?*

My short-term goal is to excel in a “product management” or “new product development” responsibility area of a global financial services corporation. Such a role will help me develop an in-depth understanding of consumers’ needs and commercialize innovative financial products/services on an international scale. A larger corporation would also bring in the opportunity of managing complex operations and enhancing team-building skills by working with professionals from varied functional and cultural backgrounds.

The accomplishment of my near-term objectives will further facilitate my long term goal (in five years) – which is to identify and provide innovative products/services in the field of consumer finance in India. I thus plan to establish and operate a full service financial services firm that will offer a range of services suited to the emerging Indian market.

An M.B.A program at this stage in my career forms the first step towards actualization of my career objectives. While my undergraduate B.B.A degree did equip me well for the objectives at that stage, a global M.B.A from The Tuck School of Business will enable understanding at a higher level of enterprise complexity and at a cross-functional level. More specifically, during the M.B.A program finance is taught through lectures that cultivate “intuition”. Such an approach will help me gain sound fundamentals and also develop well-trained entrepreneurial instincts in my chosen field.

With a sales and customer relations background, knowledge in marketing will help me proceed further beyond “deal-making” and “follow-ups” towards identifying and assessing market

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

opportunities, product positioning, media planning and marketing communications. The case study method of teaching in marketing and other subjects will help me gain deeper insights and assess both strategic and tactical issues. I also hope to equip myself with advanced analytical tools and techniques that will foster managerial efficiency. Graduate education in management will thus help me develop a structured approach towards refining ideas and developing fail-proof implementation plans.

The M.B.A program at the Tuck School of Business suits my educational objectives from a range of perspectives. The program's emphasis on leadership makes it a great opportunity to prepare myself for the managing responsibilities in a people-driven financial services industry. The school's industry centric approach is evident from the multitude of guest speakers – the theme being embedded deep into every course. The Tuck Global Consultancy is yet another medium for quickly applying concepts learnt during the program. The program electives in, often, cutting-edge areas of Marketing (database marketing), Finance (Corporate and private equity finance) and New Ventures – in fact create a concern of choice and time constraints of quality interaction with world-renowned faculty, consultants and industry-leaders.

The Tuck School of Business ranks among the premier, truly global business schools with multiple levels of student diversity and excellence. It thus provides the platform to interact with “The Best of The Best” and grow through a range of co-curricular and extra-curricular activities. The emphasis of fostering win-win situations among students marks a philosophy of long term gain for all those involved. Last but not the least, the School's distinguished alumni base brings in networking opportunities that could help me find a mentor and also the right venue for growth. It is thus my destination of choice for pursuing an M.B.A program.

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

2. cOMPETITIVE pOSITIONING eSSAY: *Please give three reasons why ISB should admit you into the class of 2010. These reasons should ideally differentiate you from your competition. (300 words max)*

As a 10-year-old, I once stood third in annual solo dance competition at School. While the success did bring in a feeling of elation, my father who has always been a go-getter remarked “You should now aim for #1. Keep aiming higher and always be among the best of the best in whatever you do”. I have lived by the statement ever since. As a student, I have excelled in State-level (H.S.C, Rank 40th), University level (M.Com, Rank 2nd) and All-India level (C.A, Rank 47th) examinations. As a finance professional, I started from elementary taxation and accounting roles and now actuate more than 26 Crores of corporate fundings for clients at ABC Inc.. Awarded twice at work, I have also excelled in other spheres – in social service (Rotary Organization) and in extra-curriculars.

Focus and leadership are among the key ingredients of my psyche. As a teenager, I realized my passion for the world of finance and aimed for a strong foundation therein. As an article (intern) pursuing an M.Com and a C.A, I brought in my first set of business results when I managed to bring in 35 Lac+ in savings to clients. I have continually gained from the focus in financial services thereafter – moving year after year into higher end consulting areas. In my first employment as an article, I was the first ever to lead “fresher-interns” within 3 months of joining. I now mentor a team of 6 analysts and more than 20 sales managers that service more than 75 large corporations’ (clients’) debt financing requirements.

Furthermore, my rich understanding of financial statements, taxation, and audit will enable me contribute to the value-addition driven culture at ISB. Right from the nuances of ledger entries,

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

book-keeping to analyzing complex business ideas and company financials, my success at being “eagle-eyed” – to fathom the big picture with a sight on the finest of details, qualifies my entry for ISB’s world of Business.

3. “yOUR VALUE-ADD TO THE CAMPUS” ESSAY: *Krannert is a global and diverse program in many dimensions; explain how you feel your past experiences would contribute to the diversity and global experience of the Krannert classroom, teamwork, and leadership experiences. Limit your response to no more than 350 words.*

The Krannert School of Management resonates with me due to a range of attributes that will ensure an optimal mix of professional and personal development. I am also very positive about contributing to the Krannert Community during my time at the campus and beyond.

Value Addition to the classroom and teamwork experience: In my 4+ years of work experience, I have analysed various business processes and actuated “error-free” automation. This has enabled me to gain working insights into the management of operations as also the nuances of ensuring that personnel actually use such sophisticated systems (managing change). I have also conceived faster procedures, developed detailed process manuals and instituted their usage in my teams. I can thus contribute to team projects and case study discussions through my understanding of managerial and “people issues” arising due to changes in corporate strategy/re-structuring.

My expertise in developing software products/applications for financial services clients will enable me to significantly contribute to related team assignments or research (Especially during

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

Experiential Learning Initiative projects). With prior success in simplifying complex technological concepts and articulating them, I also hope to add value to project team(s) with members hailing from non-IT (Information Technology) backgrounds.

Value Addition to the leadership experience: Prior to my recent promotion at ABC Inc., I succeeded as a leader with limited and informal “second-in-command” responsibility. The success in such a role resulted in direct promotion to “Technical Analyst” responsibility from the earlier “Software Engineer” (Typically a “senior software engineer” is promoted to this role). I believe that tremendous mental energy, ability to quickly relate to different personality types, strong organizational skills and work ethic and patience are the key ingredients for successful leadership. It is this belief system (and as applied in a services driven organization) that I bring to the Krannert Campus.

While I am positive about taking on responsibility of project(s) (by leading or by collaborating) during both academic and co-curricular pursuits, I also foresee a very active frontrunner role in student clubs such as A, B, C and D

4. LEADERSHIP eSSAY : *Tuck defines leadership as “inspiring others to strive and enabling them to accomplish great things.” We believe great things and great leadership can be accomplished in pursuit of business and societal goals. Describe a time when you exercised such leadership. Discuss the challenges you faced and the results you achieved. What characteristics helped you to be effective, and what areas do you feel you need to develop in order to be a better leader?*

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

The above topic brings to memory my employment with ABC Inc. as a team leader (Aug. 2005 – Nov. 2006). I had been entrusted with the responsibility of leading a 15-member team with the Global Recovery group at ABC Inc. (Collections Division). I had been into collections services for less than 3 months and the fact that all other members in the team had an average tenure less than mine did not help. Also, there had been frequent changes in the team's composition due to very high levels of attrition. A "Team coach" (product/process specialist) had also not been assigned, which wasn't been the case for other teams. There were obvious gaps in knowledge and skill levels of members, low morale and also an absence of cohesiveness in the newly formed group. The team's performance measured on measured parameters had been abysmally low to the point that it's "existence was questionable". The challenge was thus to achieve a breakthrough with a range of limitations.

I committed myself to the task and aimed towards achieving a turnaround of #1 team ranking in less than 6 months. After my initial interactions with team members, I realized that my team did have an inherent desire to excel – it was the firm belief in the possibility that was amiss. The team had a mental block which had been fortified by frequent changes in leadership. I took significant efforts to bring in the vision that our team would be "The Best of the Best". To arrive at that goal, I made it a point to interact with every team member and understand his/her motivations. On a daily basis, we would discuss the difficulties each person was facing and everyone would suggest solutions. We also made it a point to brainstorm, share breakthroughs and experiences in such a forum. Every team member was given feedback on his/her collection calls at a greater frequency and the feedback (through a performance report system) was also very specific. I also went ahead with "live demonstrations" of complicated prospecting cases and gradually went on to delegate the initial "firefighting" needs to the better performers. A culture of healthy competition was encouraged and

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

performers were applauded in group meetings on a daily basis.

The results were evident in timespan shorter than expected: performance went up by 20% (on measured parameters) and we were delivering the “Highest Revenue Generated” among all comparable teams. The enriching experience brought in a multi-dimensional shift in my understanding of people’s motivations and in the power of commitment. The team’s very intention of committing to the goal, had in itself worked wonders. We stood by each other in toughest of situations – be it a daunting collection task or resource, skill or knowledge limitations. I realized that people, when empowered, can contribute not just through deliverables but in a variety of ways – be it team spirit, creative problem solving, a winning attitude or an unparalleled work ethic. I also witnessed the magic of active engagement (daily discussions, meetings and sharing forums) with team members – often the toughest problems had been creatively solved by these personnel who were the closest to the task. And the benefit of bringing in the “how tos” of the job were immense. When personnel know exactly how their deliverables can be achieved, performance moves towards excellence since the clarity works wonders and encourages independence.

The experience also brought home the fact that I needed to be more patient when it came to people. There is a natural tendency to focus on people who “pick-up quickly” sometimes at the expenses of the “Slow learners” who often have great potential. A further area of improvement is team-building and managing conflicts. While setting up responsibility areas, I always begin with skill-sets available and the project workflow. Beyond this rationale process, however, are issues related to managing conflicts – when team members’ personalities are too different to be aligned as a workable unit. I earnestly hope that the M.B.A program will bring in the opportunity to improve upon these areas and broaden my perspective.

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

5. eSSAY ON hANDLING cONSTRUCTIVE cRITICISM *Discuss the most difficult constructive criticism or feedback you have received. How did you address it? What have you learned from it?*

The above question brings to memory my early years of employment with ABC where I had been inducted as a customer service agent. In the preceding years, I had been working in web-based support and as a process trainer in, more or less, startup environments. Prior to these employments, I had been running a small-scale transport business with seven auto-rickshaws ⁽¹⁾ - a traditional retail business requiring “field level” skills. ABC Inc. in contrast with my earlier employers and work, was a much larger and well-established organization. I had transitioned to a knowledge-driven service industry with multiple hierarchies and an innate culture of diplomacy. My supervisors at ABC Inc. were quickly impressed with my work ethic, ability to learn quickly and intelligence. The motivation has stemmed from my enthusiasm for working in a corporation and knowing about big-business.

It had been more than six months at ABC Inc. when I was summoned for a performance review. I was expecting a very positive session since I had received very good feedback so far. My supervisors initially turned out to be quite optimistic about my future prospects and my potential. They then went on to add that there were some very serious issues I was required to resolve – (a) being more tactful (b) learning to be patient. I was informed that some senior managers has developed an impression about me as also some of my peers. I had been rated low on “likeness” factor since was a bit too direct in all my conversations – and in the field of customer service this was a very required skill. The company had been impressed with my overall ability, hard work and intelligence. However, this particular issue had come in the way of an immediate promotion and

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

further growth in the company. I was also asked to be more patient with the “slow learners” in my team and to be tolerant of the fact that different people would have different learning curves (by then I had grown, rather informally, to a product expert when other team members started consulting me whenever they faced problems/escalations related to the customer support process)

The constructive feedback in the meeting marked a turning point in improving my softer skills. I realized that if I had to grow professionally, I would need to be more tactful and master the art of communicating apt to the situation and people involved. Also, it did not always matter whether I was right. What mattered was whether I could earn enough respect from customers, colleagues and juniors for them to want me to be right. I decided to challenge myself and achieve a turnaround in this area. Since then, I have consciously asked for greater responsibilities with all my employers and delivered results in leadership roles. I have also realized that patience and faith in people has worked wonders for the growth of everyone involved.

I thus owe much of my leadership growth to that meeting. And I have always maintained very regular feedback mechanisms in my teams to ensure they know exactly where to improve upon.

(1) An auto rickshaw is a motor vehicle that is one of the chief modes of local transport in India. It is a motorized version of the traditional rickshaw or velotaxi, a small three-wheeled cart driven by a person.

6. CHALLENGING INTERNATIONAL EXPERIENCE ESSAY

The above question reminds me of my first business travel to South Korea. I was a part of a ABC Inc. on a special assignment to help execute the company's first major contract ("1xEVDO") in South-East Asia. The agreement with the client entailed the test launch of a product and then a scale-up to greater volumes – should the test be successful. The client was known to be very demanding and rigid.

A team of engineers from ABC Inc. had already been sent to the client location and was in the process of executing Stage I (Test Launch); however results were far from satisfactory. The client was getting impatient and had started to lose faith in the product; we thus faced the challenge of quickly solving the problem.

We met the client immediately upon arrival and managed to gain a 3-day timeframe (the ideal duration being a week at least) for ensuring smooth performance. Within 5 hrs of grouping, we narrowed down on the key problem areas. We succeeded at fixing all network issues in less than 3 days and win over the client!

The assignment was my first direct interaction with a far-off, international client. It taught me the attitude of being very supportive to the customer and taking decisions quickly. I also had the opportunity to work in a totally new culture, relate to the client's team and adapt to their work environment.

The client has assigned various projects to us to date and we have developed multiple releases of the product for them.

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

aADDITIONAL/OPTIONAL eSSAY - *Special Essay By A College Dropout*

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.

I request the admissions committee to consider the following factors while considering the gap between Secondary Schooling and the undergraduate degree (B.B.A):

Immediately after completing my Secondary Schooling, I had enrolled for an undergraduate degree in Electronics Engineering with the University of Mumbai in August 1996. Within the first four semesters, I realized that while being an engineer is a prestigious career path – my passion definitely lay elsewhere. At the age of 18, the choice was primarily influenced by peer pressure. Halfway through the course, I dropped out of the program in October 1998. Such a move is highly unconventional in India and resulted in significant disapproval from all fronts.

The early week of December 1998 was a fissure in my career that had so far been a smooth ride. The fact that I had dropped out halfway through engineering represented an entire two years of “downtime”. It took me an entire month to come out of the situation and gather courage: If I was not the best at engineering, I had to be best at something – and I just had to find it. The problem had opened this door of opportunity.

By January 1999, I was running a small-scale transport business with seven auto-rickshaws ⁽¹⁾. Each day in the business taught me powerful lessons in business and man management. After 18

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

profitable months, I sold all seven rickshaws in 2000 and made a career decision to join the ABC, Inc.. I wanted to experience working in established companies and learning about “big-business.”

In India, it’s extremely difficult to get a job without a bachelor’s degree. This really hit home on two occasions – in 2000 while looking for my first job and in 2002 after ABC Inc., my then employer, closed down and I was jobless in a city that I was not too familiar with. After losing multiple opportunities that I was clearly suitable for, I decided to enroll in a distance learning B.B.A program in July 2002 while continuing to look for work. I achieved a breakthrough when I was hired at ABC Inc. and I have regularly crossed growth benchmarks ever since.

In retrospect, I realize that my interruption in education could have been averted by a more rational approach. I also realize the importance of quality higher education – the potential reflected so far in my career graph can only be fully realized with a thorough grounding in the principles of management. However, the consequences of my choices did teach me extremely valuable life-lessons of handling adversity, having faith in my abilities and judgment and being resilient.

⁽¹⁾ *An auto rickshaw is a motor vehicle that is one of the chief modes of local transport in India. It is a motorized version of the traditional rickshaw or velotaxi, a small three-wheeled cart driven by a person.*

8. eSSAY oN iNTEGRITY

Hailing from a technology services background, much of my success and long-term client relationships have been made possible due to my adherence to integrity. I consider it from two, related perspectives: Firstly, the integrity as we normally know as the act and character of being honest to all those who rely on us. Secondly, and at a more sublime level, is the integrity to one's word and when "word and deed have not parted company".

I have faced quite a few tests of Integrity in my eventful career. One of them was when I was working with ABC Inc. As a practice in the IT industry, every computer application/software is tested before being deployed full-time. In one such test, I noticed an error in one of the key computer programs (software) because of which the client could be charged in excess. Having joined the company a mere 2 months earlier at that point, I mentioned it to a colleague of mine who was in-charge of the computer software and its workings. I was told that this would be highlighted as one of the "Findings of the Test" and would be reported to the client at a later stage. The Testing phase was thus completed without any further issues. He was given the responsibility to handle the entire project after we received requisite confirmations from the client.

The said computer program was made live and for servicing the needs of a client (an entity of the Citigroup conglomerate itself). The revenue billings generated by the software kept on increasing exponential with time – to the point that our client started calling us for discussing billing details. As I scrutinized the billing details, it became evident that the error that I had brought to notice had neither been rectified nor reported. I also realized that my colleague had, on purpose, avoided highlighting it to the client as this was adding on to the revenue generated by the project under his supervision.

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

In my next communication with him, I requested him to explain the situation to the senior management. Instead, he offered to recommend me, to the senior management, as the Lead for the next project that would be working on, along with a pay hike. I rejected the offer at the very moment. In the best interests of the company, I reported the issue to my supervisor and other key stakeholders in the project. They realized that we could have lost the clients forever – had the software been further operational. My seniors also appreciated the fact that I could have benefited significantly by merely accepting the offer made to me. However but I chose against the same since that would tantamount to dishonesty.

My integrity was well rewarded – I was handed over the responsibilities of the project and at a very early age in terms of my industry experience. The trust also established the trend for increasing leadership responsibilities in the succeeding years. As I have grown seasoned in the business, I have faced similar tests of integrity on a number of occasions. However “sticking to doing what is right” has always enabled me to reach the right growth window.

9. eSSAY oN gOING bEYOND What Was Expected Or Defined: *Tell us about a time or incident where you had to propel yourself beyond expectations or established norms. Explain why you did it.*

The above question brings to memory the month of month year during my tenure with ABC Inc. My mettle as an engineer was tested when I was assigned a cutting-edge, highly specialized AS400 technology project for developing “anti-money laundering” computer software. I assumed

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

responsibility for leading a 4-member team towards learning this technology and implementing the project. We were required to develop computer software capable of generating reports on financial transactions across a variety of global geographies.

I was quick to realize that the company did have a massive inventory of “modules” (sections of software built for other projects) that could be utilized for this project. However, ##### such modules existed, making it virtually impossible to select the useful ones in the short timeframe. I thus proposed the idea of building a “search utility” that would practicably accelerate the selection process.

The idea was appreciated by my seniors. However aggressive project timelines resulted in greater focus on standard/existing processes and search utility development was deemed a “mid-term/not immediate” activity. I was permitted to take a final call provided I could balance the task with existing workflow and responsibilities.

I took up the challenge. The search engine tool for AS400 technology was brought to life with ## months of “burning the candle at both ends”. It led to savings of 350 man-hours/year (highly-skilled and thus costly manpower) by accelerating the analysis, design, scoping, research and audit of project activities. It gave me tremendous satisfaction to notice the popular usage of my “search engine” across various multinational locations of the company.

The key reason for developing the tool was to bring my idea to fruition. I had confidence it is value. I also seized the opportunity to enhance my abilities at multi-tasking and achieve more in lesser duration.

Victorious MBA Admission Essays By Essay Type
MBAadmissionGURUS.com

10. iMPROVEMENT gOALS *During/Through MBA: Which of your personal characteristics would you like to improve through the program?*

- As a unique forum for collaborating with colleagues from across the continents, the educational endeavor will broaden my perspectives and foster high levels of cultural awareness. I will thus be able to fulfill my long cherished goal of comfortably relating to almost any culture in the world and thus enhance my team spirit and ability to succeed in a multinational corporation.
- I am also optimistic that the above experience will further enhance my Emotional Quotient, interpersonal and leadership skills as I interact with people of varied personality types. Courses such as “accelerate” and organizational behavior/human resources are a structured approach for strengthening this ability and will provide the right perspectives on forming and enlivening winning teams. The program will be an opportunity to understand the personal strengths of classmates, faculty and visiting business leaders and inculcate winning attitudes.
- I also hope to enhance my communication skills. The program will have an intense focus on presentations to faculty, event judges and classmates hailing from across the world. I will thus fortify my skills in relating to diverse audiences and interestingly present complex business ideas/case study solutions. I consider this guided refinement a once-in-a-lifetime opportunity emerging as a further evolved person.