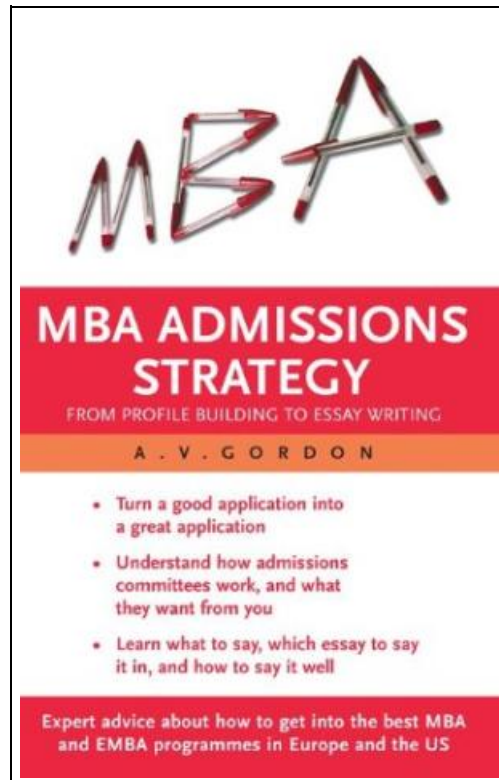


MBA Admissions Strategy: From Profile Building to Essay Writing



Filesize: 4.53 MB

Reviews

It is great and fantastic. Better than never, though i am quite late in start reading this one. Its been written in an extremely simple way and is particularly only right after i finished reading this ebook where actually changed me, affect the way i really believe.

(Orin Blick)

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Summary: Introduction

SECTION ONE: STRATEGY FOR THE ADMISSIONS PROCESS

1. Marketing to Adcom

Getting elected. Seeing the world through Adcom's eyes. "People people." The reward system for admission officers. Business schools compete too.

2. What Satisfies the Admissions Committee?

The key attributes. Summary: A CEO in waiting. It's your future not your past that counts. The four attribute dimensions. A four-part interlocking profile. Class balance. Highlighting diversity contribution. A two-way fit. Understanding the school's market positioning. Start with your needs.

3. Strategy Fundamentals

Researching and choosing schools. Dig behind the websites and glossy brochures. Visiting the campus. How many schools? Gmat strategy. Managing references and referees. Priming referees. Referee fatigue. Interview strategy. Understanding behavioral questioning. International applicants. Foreigners for US schools. Americans for foreign programs.

4. What Goes On After You Hand In Your Application

The committee meeting. Application timing issues. A basic timeline. The role of the essays. Fine-tuning selection. Rewarding strengths outside the classroom. Communication skills. Meeting the essay requirements.

SECTION TWO: PROFILE-BUILDING TECHNIQUES

5. The Profiling Project

Profiling: Why do it? Creating an alternative basis for essay responses. Preparing for behavioral questioning . Brainstorming methodology. Shadowing the essay process. Finding and developing stories. Subjective realities and formative events.

6. Personal Profile Analysis

Personal features and attributes. Activities. Accomplishments and achievements. Skills and strengths. Difficulties, failures, and weaknesses. Leadership. Major influences: people. Major influences: culture and environment. Life-changing events and experiences. Diversity and contribution. Values and philosophy. Personal goals.

7. Professional Profile Analysis

Characteristics and qualities. Activities. Accomplishments and achievements. Skills and Strengths. Difficulties and failures. Weaknesses and inexperience. Leadership. Influences. Change and growth experiences. Difference and diversity. Values and philosophy. Professional goals.

8. Positioning, Messaging, and Mapping

Reducing complexity. Selecting and grouping. Extracting themes. Which themes to choose? Theme example. The application message. Applying marketing...



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