The Concordia MBA Admissions Essay Guidelines

The purpose of the essay is to help the Admissions Committee understand you as a whole person, not just a transcript or a professional resume. Think of this as your first assignment as a Concordia MBA student. As you pursue your MBA course work, each instructor will review this essay to help him/her get to know you and the goals to which you aspire.

Your essay should answer the following framing questions:
- What is there about your values, goals, commitments, or life purpose that compels you to become a student in The Concordia MBA program?
- Why do you think The Concordia MBA is the best MBA program for you?
- What strengths do you bring that will enrich your MBA learning community?

Your essay will be evaluated on the following criteria:
1. Clarity and quality of writing. Please check your essay for appropriate use of grammar, spelling and punctuation.
2. Depth and relevance of personal reflection.
3. Awareness of broader issues and ideas beyond your personal point of view.
4. Effective use of one or two authoritative sources (e.g. magazine articles, books, etc.) to help frame or support your ideas. Site your sources using **APA reference style**. (See resources for APA information - http://owl.english.purdue.edu/owl/resource/560/01/ and writing tips at http://owl.english.purdue.edu/owl/section/1/
5. Alignment with the program outcomes and design of The Concordia MBA program. Information about The Concordia MBA program outcomes and design can be found at www.MBA.Concordia.edu.
6. If you have any concerns about your application (for example, a low undergraduate GPA, lack of work experience), please address those in your essay.

Your essay should also:
1. Be approximately 1000 words
2. Be typed, double spaced and submitted as a Word document via admissions@Concordia.edu.
3. Number the pages
4. State your full name, date of submission, and desired program start date on the top of *every* page. ***Example: John Candidate, 9/1/2013, Fall 2014***.