

# MBA Application Guide 2017

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# Application Guide

Pursuing an MBA is a taxing commitment with great reward. To help you navigate the application ([application.alusb.com](http://application.alusb.com)) ahead, we have prepared this concise guide on the documents we require and, most importantly, what we look for in a successful applicant.

## ● Evaluation Criteria

- **Clear leadership potential and determination to grow as a leader** – The ALU School of Business fundamentally believes that capable leadership is crucial in any enterprise. We are looking for students who have consistently seized opportunities to lead—whether in school, at the workplace or within their communities—and who demonstrate a strong desire for and commitment to continuous growth as leaders.
- **Intellectual preparedness** – The ALUSB MBA is a rigorous academic and leadership development experience. We are looking for students who demonstrate the ability to learn new concepts and who critically analyse themselves and the world around them, drawing evidence-based lessons and incorporating them in their actions.
- **Pan-African ambition** – As the first Pan-African MBA programme in the world, we want students who are curious about what they can learn from business and leadership practices in other countries on the continent, and what they can teach their cohort from across the continent.
- **Ability to contribute to the ALUSB experience** – We want students who are eager to engage with the course content and their classmates and who will bring their own perspectives to every learning experience.

## ● Parts of the Application

The application has six parts:

- Demographic Information
- Resume / CV
- Transcript
- Essays
- References
- MBA Experience

*We will read all parts of your application together (resume, transcript, essays, reference letters, MBA experience)—there is no single component of the application that will by itself determine your admissions decision.*

## ● Demographic Information

This section asks for personal details such as your name, email address, gender and country of residence.

## ● Resume

Resumes should typically be a single page, with an absolute maximum of 2 pages. If you find that your resume exceeds 2 pages, please consider only including elements that you think best help the Admissions Committee get a better view of your professional, leadership, and academic experience to date.

## Undergraduate Transcript

We ask you to submit a copy of your undergraduate transcript. If you do not have access to your transcript, you can upload any other accurate record of your undergraduate academic performance. *If you do not have access to any records, please skip this section.* If admitted into the programme you will be required to submit official copies of all transcripts held.

## Essay 1 - Mandatory

The essay prompt is: "The ALUSB MBA is unique in its emphasis on leadership and pan-African business expertise and networks. What makes you a suitable candidate for this MBA?"

Through this essay we want to know more about you, your passions and your ambitions; what in your past actions and experiences supports this picture; and how the ALUSB MBA would bring you closer to your personal and career goals. Please avoid stating facts or listing job responsibilities that we could glean from your resume.

Recommended length: 250 TO 500 words.

## Essay 2 - Optional

This is an opportunity for you to convey any additional critical information about yourself to the Admissions Committee.

Recommended length: 250 TO 500 words.

## References

References provide an opportunity for people who know you well to recommend you to the Admissions Committee.

One of your letters must come from someone to whom you have directly reported in a professional context (for example a supervisor), or to whom you have otherwise been professionally accountable (for example an investor if you are an entrepreneur). Your second letter may come from a supervisor, a former or current colleague, or someone else who knows you well in a professional context.

Please select referees who can provide concrete examples of your work ethic, leadership, strengths, weaknesses and general character.

Once you input a referee's details and click the "Notify Referee" button, the application system will automatically send the referee details on how to complete and submit his or her reference.

## MBA Experience

The MBA experience is a chance for you to engage with the type of content that will be taught in the ALUSB MBA leadership module.

In this section you will watch a few short videos, read a few short articles and respond to specific prompts. Please ensure that your responses speak to all facets of the questions asked and reflect a thorough understanding of the relevant concepts (Manager's Letter and Sideways Communication).

*If your professional experiences do not match some of the scenarios presented, for example you are the CEO of your own startup, please provide answers based on other areas of your life.*

*For most applicants this section takes 1-2 hours.*

## Application Deadlines

- **31 Dec 2016:** Application Round 1
- **5 March 2017:** Application Round 2
- **7 May 2017:** Application Round 3
- **1 July 2017:** Programme Starts