



## Personal Essays

### *Instructions*

Your essays will give us an idea of your personality, perspectives, and opinions and will let us know how closely your professional objectives match the objectives of the MBAE program. Below you will find five essay areas. All applicants must answer number one. You must also choose two of the next three essay questions (2 through 4). Essay number 5 is optional.

Type or word-process each essay on a separate sheet of paper. Please limit each essay to no more than two double-spaced pages. Finally, please include the essay number and your name at top of each page.

We encourage you to be informative, creative, and concise.

1. Please discuss your post-MBA short-and-long-term professional goals. How will your professional experience, when combined with a Purdue MBA degree, allow you to achieve these goals?
2. Discuss the critical issues facing your organization now and in the next few years. How do you expect the learning in this program to relate to those challenges?
3. What is the most significant change or improvement you have made to an organization with which you have recently been affiliated? Describe the process of implementing the change. What were the results?
4. Describe what there is about your background and your experiences that will contribute to the diversity of the entering class and enhance the educational experience of other students.
5. Is there anything else that you think we should know as we evaluate your application? If you believe your credentials and essays represent you fairly, you shouldn't feel obligated to answer this question.