

Full-time MBA Programme

September 2023 intake

Round two onwards

Full-time MBA Application Essays

Our Full-time MBA is hugely competitive - the essays are your opportunity to help us understand your profile and what makes you stand out. Make sure you write in an essay format. Do not write a generic 'statement of purpose' or copy and paste lines from your CV, as this will make your application less competitive.

We are looking for people who are the right 'fit' for our unique MBA and who will contribute to the MBA class, so please answer the questions genuinely so we can get a feel for who you are. There are no right and wrong answers to the essay questions.

Essay 1: What makes you a strong candidate for the Manchester MBA programme? (Mandatory, minimum 400 words)

Please write a personal essay that covers the following:

Professional Experience

1. Share with us the story of your career to date; how have you progressed, what achievements are you most proud of and how have they shaped you as a person?
1. Tell us about any leadership/management experience you have gained – this could also be in your personal life (e.g. managing people, leading teams or projects, managing important client relationships etc.).
2. Do you have any career gaps on your CV or very short-term positions that need explanation? If you do, please tell us about this.

Personal and Academic

1. Tell us about any personal and/or academic achievements that you would like to highlight.
2. What motivates and inspires you and what would you hope to contribute to your MBA class?
3. We understand that for various reasons not everyone is ready to 'fly' during their first degree and can be great achievers later or in other ways – you are welcome to tell us about that if relevant.

Essay 2: Career Planning Questions (Mandatory, minimum 300 words)

Candidates take the Full-time MBA programme for different reasons including, to fast track their career in their current sector, to change sector, to develop entrepreneurial skills, and/or to increase opportunities for an international career in another country or region of the world. Our experiential MBA programme will help you to develop your skillset and our Postgraduate Careers team provide a personalised approach to support you with your career journey.

In the careers questions, we would like to learn about your post-MBA goals. We understand that you may not currently have a fully developed career plan and are looking to explore opportunities and develop your skill set during the MBA. However, we expect you to have reflected carefully about your post-MBA career and have realistic goals that build on the transferrable skills and experience

you have gained in your career to date. To provide the best answers to the careers questions, you need to be authentic. We will discuss your answers if you are invited to the interview stage.

Please make sure you structure your essay to cover the following questions:

1. Why is this the right time for your MBA?
2. Tell us about your short-term career goals immediately after graduating from the MBA.
3. It is important to be flexible and adaptable, so also tell us about your Plan B if you are unable to achieve your preferred goals immediately after graduating.
4. If you are looking for an international career – to change the country or region in which you are currently working - tell us more about this.
5. What is the connection between your current career background and your post-MBA goals and what gaps in your skill set do you need to develop through the MBA?