

# MBA programs reveal what they really want to see from students

## Inside look.

Admissions offices tell us their secrets.

Believe it or not, it is possible to show some personality in a grad school application. We asked the admissions offices of five top MBA programs what they wished applicants would do more. Here's what they said.

applicants take ownership of the application process and to be accountable. Ultimately, it's your application and you need to be responsible for your part of the process. You would be surprised at the number of applicants who try to cut corners. That behavior does not put a candidate in the best light with the admissions committee."

### Allison Jamison

Director of marketing and recruitment, Duke University Fuqua School of Business

"In the Fuqua application we ask applicants to share

their community and leadership activities. Very often, we see individuals not spend as much time on this part of the application. We see applicants reference activities and leadership positions in their resumes and essays that are not included in the listing of activities. We are looking to see applicants be able to connect past participation in activities and leadership roles with their own potential to lead."

### Crystal Grant

Head of Admissions, Imperial College Business School (UK)

"One of the features of our application is the three-minute video pitch, which provides you with the perfect opportunity to set yourself apart from other candidates. This is your chance to speak to us directly. There's no one right way of approaching the video pitch, but we would really like to see more creativity and individuality from candidates. Be yourself — don't try and be what you think we want to see and hear."

### Yvonne Li

Director of MBA admissions & career services, CEIBS (China)

"Some applicants may have a beautiful application package, but when we get to the interview round they perform very differently from what's on paper. Other mistakes that come to mind: The wrong school name mentioned in essay answers; or some give perfect answers to all the questions, but have no impact whatsoever because they haven't shown us who they are as individuals. They completely lose sight of what makes them unique."

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## Learn more

The QS World MBA Tour will be in New York City on Saturday, 2nd May 2015 from 1 p.m. to 6 p.m. in the Hilton New York. Register at [TopMBA.com/MetroNYC](http://TopMBA.com/MetroNYC).

