



ESSEC Global MBA - Essay Questions -

Instructions: For each essay question, your response should be between 300 and 500 words. Please be sure to answer the question as it is asked, and include any information that would shed light on your unique profile and why you would be a great fit for the program. Please only answer the optional question if you find it necessary to share additional information about your candidature that is not already covered in the required essays or in other parts of your application. Happy writing!

Please upload all essays in a single document, preferably a PDF, or a word document. The file name must contain your given name and family name.

Example: FAMILYNAME.GivenName-GMBA-essays

Common question to be answered by all applicants:

#1: What career are you targeting immediately following the MBA, indicating function, field, target company/companies, and region of the world? Similarly, in detail, how does your career path continue in the medium term and long term?

For applicants choosing the Strategy & Management Major

#2: Please give an example of when you created positive change within an organization, highlighting elements of teamwork, leadership, creativity, and interculturalism, where applicable.

#3: Please briefly describe an important, current issue in your home country, and how strategic leadership at organization or government level could address and solve this issue.

#4: Optional essay: You may choose to write about a subject of your choice, if you feel you have something additional to share. You may also use this space to write about any of the components of your candidature that you feel requires additional explanation.



For applicants choosing the Strategy & Digital Leadership Major

#2: Please give an example of when you created positive change within an organization, highlighting elements of teamwork, leadership, creativity, and interculturalism, where applicable.

#3: Please briefly describe an important, current issue in your home country or organization, and how strategic leadership and digital transformation could address and solve this issue.

#4: Optional essay: You may choose to write about a subject of your choice, if you feel you have something additional to share. You may also use this space to write about any of the components of your candidature that you feel requires additional explanation.

For applicants choosing the Luxury Brand Management Major

#2: Please describe in detail which categories of products and functions within the luxury goods industry interest you the most and why?

#3: What do you think are the major challenges luxury brands are facing worldwide today?

#4: Select a work of art, a film or a literary work that you particularly admire and write about it in such a way that the reader can share your interest for it.

#5: Optional essay: You may choose to write about a subject of your choice, if you feel you have something additional to share. You may also use this space to write about any of the components of your candidature that you feel requires additional explanation.