

# Admission process for **GMBA, IMBA, MIM, MITB** and **MDM**

APPLICATION PACKAGES EARLY IN THE ACADEMIC YEAR, IDEALLY 6 TO 9 MONTHS BEFORE THE START OF THE PROGRAMME. THE ADMISSION PROCESS IS RIGOROUS AND ONLY COMPLETE APPLICATIONS ARE ASSESSED. THE 4-STAGE ADMISSION PROCESS IS EXPLAINED BELOW:

## 1. APPLICATION

The complete application package should be sent to ESIC in order to start the admission process. The application form can be downloaded from:

> <https://www.esic.edu/documentos/academico/PRO-675-I.pdf>

Along with this form applicants need to submit:

- **Copy of the passport,**
- **Two passport-sized photos,**
- **CV,**
- **A degree transcript giving final degree result and breakdown of individual subjects and grades (in English or Spanish).** Copies should be authenticated/notarised,
- **GMAT scores (only for the IMBA and GMBA).** Applicants not in possession of GMAT scores will be invited to take a skills and knowledge examination developed by ESIC. Chinese nationals instead of GMAT scores should provide the results of the National Entrance Examination for MBA programmes established by China's government, for more information and minimum requirements of the National Entrance Examination for MBA programmes in China please contact [admission@shisu.edu.cn](mailto:admission@shisu.edu.cn).
- **Proof of command of the English language,** mainly IELTS or TOEFL IBT results (minimum 6.5 and 95 respectively). Applicants not in possession of any of these proofs can do a language test at ESIC (please arrange this with the admissions office), and
- **Two reference letters.** These letters are expected to make explicit references to the applicant's potential to develop a professional career in business and to pursue Master's level studies.

The key criteria are past professional and academic performance, suitability for the programme, and referee statements.

## 2. ADMISSIONS BOARD

The Admissions Board assesses each application package and makes recommendations based on the academic requirements and on the candidate's overall suitability for the programme (please see the programme's brochure for more details).

### 3. ESSAYS AND INTERVIEW

Candidates recommended by the Admissions Board are invited for an interview. Interviews for international candidates can be arranged in their home countries.

Applicants need to submit the following two 500-word essays before the interview:

**Personal statement:** a critical analysis on the programme's potential contribution to the applicant's personal and professional development;

**Professional statement:** the admission office will provide the guidelines at the moment of the invitation for the interview.

#### PROFESSIONAL STATEMENT 2018

**IMBA and GMBA:** "Who will train the new generation of 'plug and play' workers? CEOs are transfixed by the prediction that US millennials are likely to have 15-20 jobs" (Financial Times 26/1/2015). Critically analyse this heading by assessing the capabilities that managers need to develop to run high performance teams.

**MIM:** "Social media influencers are shaking up digital marketing, with advertising agencies, online platforms and ordinary users trying to take advantage of the trend" (Advertisers ride wave of social media influencers, Financial Times 6/1/2015). Critically analyse this quote in the context of the potential innovations that digital tools may bring to marketing.

**MITB:** Oct 24th 2015 Investors have become pessimistic about emerging markets. The IMF has forecast that 2015 will be the fifth successive year in which economic growth in emerging markets has slowed. Two of the BRICs—Brazil and Russia—are in recession. Many are uncertain whether the Chinese authorities can engineer a soft landing for their economy, as it slows from the furious growth of previous decades. Emerging markets' advantage over rich countries, in terms of a faster growth rate, will be the smallest this year since 2001, according to IMF forecasts.

**MDM:** Mattress CEO calls for regulation of online review sites: "a freight train out of control". Many online reviews sites make commissions off sales of the products they review, via links that are embedded with a tracking code that triggers payouts once consumers make a purchase (Fast Company 10.17.17). Critically analyse this heading by assessing the capabilities organizations need to develop to manage this digital marketing challenges.

The interview will last 30 minutes and will be arranged with the programme's director.

The structure of the interview follows:

- In the first 10 minutes of the interview the applicant will make a presentation of the two essays.
- The remaining 20 minutes will be a discussion on the applicant's suitability to participate in the programme.

### 4. ADMISSION OFFER

**Successful candidates receive a letter offering admission.**

**The complete process may take up to 30 days.**

ESIC Business & Marketing School runs a varied portfolio of Master's programs and welcomes students from a wide range of backgrounds to maintain a diverse student body and facilitate a stimulating learning environment. Applicants are not discriminated against on the grounds of political views, race, ethnicity, nationality, gender, sexuality, religion, disability or age.