

THE BOOTCAMP

ESSAY BOOK ABROAD APPLICATIONS

We have handpicked a few essays of students struggling with content and structure in the beginning and ended up in the right place at the end. It is not only about the writing, but also about re-discovering yourself and learning the art to project your profile to its fullest potential.

Good Luck!

THE BOOTCAMP

Top B-School Candidates Across the Globe!

We at The Bootcamp know exactly what it takes to make it to the IVY league and top MBA programs. We have been through the grind, we have seen it all. Your dreams and aspirations, your woes and apprehensions, we have felt it before. We can help you cross the threshold that's MBA Admissions.

With people from the best B-Schools all across the globe, and comprising of a diverse set of people starting from admits to alums, we are there to provide the helping hand to make your professional journey a fairytale.

CAREER GOALS

Looking back in retrospect, I view my journey through sales & marketing, entrepreneurship and IT as a perfect backdrop in making of a successful product manager of a widely used software product such as Adobe PDF Reader.

Working in an IT firm has equipped me with knowledge of software development life cycle and basics of technical business. My entrepreneurial experience taught me to take final cut in critical business decisions. At Adobe I realized that characterized by knowledge of software practices and pragmatism of a collaborative leader, product management stands on the cross road of my professional expertise and interests. My boss's (a PM) knack for playing with unrelated information to come up with intelligent product decisions never ceased to inspire me. In light of my eclectic experiences, I see an MBA from Babson as an essential tool to up skill my professional self in line with my next career milestone. Learning IT and management from Professor Tom Davenport will be a specific opportunity tailored to my short term goal. Names representing Babson's employer list could give an impressive break to my imperative of managing a software product immediately after MBA.

Following the family trend of women in entrepreneurship, after 3 years in product management, I intend to work for the expansion of my family business of employable skill development such as hardware, software, electronics, soft skill, healthcare etc. My learnings as a product manager, who is similar to an entrepreneur in terms of knowing the product, market, day to day details etc, would smoothen the big leap in the long term.

Foreseeing the dearth of the skilled man power that global economy will be facing by 2020, Prudence education was established in 2011. To understand skill development better, I have trained 600+ students by conducting personality and communication workshops in the backwaters of my country. Utilizing my technical, entrepreneurial and CEO like managerial exposure, I envision globalizing the technology and soft skill vertical of Prudence with the help of an efficient team. With its well-researched learning goals, Babson will for sure cater to my kind of career objectives which call for an entrepreneur both by profession and disposition. Guidance of Professor Candida Brush will get worthier with exposure to initiatives such as STEP, Summer Venture program, B.E.T.A challenge etc in my context. Having heard of the emphasis that Babson gives on promoting women in entrepreneurship, I wish to say, sincerely, that Olin has all that I want. Babson's mantra of aligning entrepreneurial thought and action for economic and social value creation affirms to my personal definition of enterprise making it a Business school I aspire to attend.

MBA, NTU
ADVERSITY
ESSAY

My life turned upside down the moment I found a lump in my right arm. I had just been placed at Deloitte, my dream company and suddenly it all felt pointless. It was tempting to wish the mass was just a muscle addition but despite all prayers, I was diagnosed with Ewing Sarcoma, a type of Bone Cancer. The thought of the treatment, which included 17 cycles of chemotherapy, radiation and surgery was terrifying, until I saw young kids diagnosed with cancer still putting up a fight. That struck me a thought as to there is no point blaming my fate but determination and approach can make the treatment different.

First few cycles left me weak mentally and physically but positive mindset and a right attitude slowly started working wonders to me. I said goodbye to my hair and hello to needles and nausea. I made me believe that personal appearances doesn't matter much and attended lectures wearing a polo cap and a smile. I got engrossed in co-curricular activities and social work as I realized that proper time utilization and doing little projects will keep me engaged. I made a short film which was a YouTube hit, and also completed undergrad with good grades. I realized that it was slowly transforming me into a confident and better person.

I asked for an extension in joining Deloitte to complete my chemotherapy. Adversity has already killed my lazy genes and I joined an engineering college as an Adhoc faculty during that period. I valued little pleasures in my life and enjoyed teaching and motivating students. I continued working with social work organization of my college and found happiness and satisfaction by giving back to the society. I was a much stronger person when I joined Deloitte and continues to contribute through Happy Feet, Deloitte Impact day NGO thread for cancer kids.

Looking back it was an experience which taught me the importance of time and to value your life by living at the moment. Involving into diverse experiences made me realize how one's outlook and personality evolves with diversity. The confidence to fight back and qualities such as perseverance, resilience which I inculcated helps me to see the problems from different perspective and gets the best out of me in every predicament. I strongly believe that these virtues would help me contribute to the value-addition driven culture of Nanyang Business School.

OPTIONAL ESSAY

Mind: You want to take up biotechnology? You must be crazy. There is no scope in India!

Heart: But I am really fascinated by the developments – genetic engineering to produce genetically modified crops, bioinformatics to understand biological data and unfold the mystery behind crimes!

Mind: Nishant, you have better opportunities to pursue, Why Biotechnology? Can you do something worthwhile?

Heart: I don't know yet, but I will try!

This conversation between my mind and heart marked the beginning of my under-graduation (2007-2011). I quickly realized the need for an on-campus chapter for biotechnology community to gain practical knowledge. The professors, classmates and administration felt it was an uphill task with multiple roadblocks such as lack of dedicated faculty in-charge, industry personnel, and funds. However, defying all odds, I laid the founding stone of Asia's first International chapter of Society for Biological Engineering (SBE), a technical committee of American Institute of Chemical Engineering, with six enthusiastic members. Over the next two years, I partnered with international chapters (US and Indonesia) and Indian colleges to facilitate technical events, educational trips, publications, workshops, guest lectures, and internships. These efforts helped us to reach 90% of biotechnology students in north-India and 65% across India. These sustained efforts enhanced the student's conceptual understanding, provided with hands-on know-how, resulting in a 40% increase in students pursuing post-graduate in biotechnology. In Nov-2011, SBE offered me to serve as Indian Young Professional Ambassador, an honorary position to mentor SBE-UIET members. In the next few years, I want to establish other SBE chapters within Asia, strengthen the alumni network and develop SBE-UIET as a platform enabling students to find job opportunities within the Biotech industry.

Biotechnology is the future! I strongly believe that Biotechnology is evolving and the developments in the biotechnology industry will have a significant impact across industries, especially education and healthcare. These developments will also enhance my existing understanding of multiple disciplines such as human evolution, psychology, science & technology. My Edtech venture is closely aligned to these disciplines, thus association with SBE will enable me to connect with people who are driving this change and be ahead of the competition.

CAREER GOALS

Innovation and technology always amused me from my school days. Internet was a luxury back then. When everyone in my class wanted to be doctors and pilots I lived with a dream of meeting Larry Page himself one day. My formative years of undergrad, conducting technical fests and IEEE initiatives, taught me the value of Innovation in everyday life and reinforced my passion of being a technopreneur. During my brief stint as engineering faculty, the sluggish life my students led paved way to the inception of my first lifestyle app.

My experience at Deloitte for a major Project under ‘Obamacare’ gave me an opportunity to witness the entire cycle of translation of business ideas to technological products. Backed with my organizational and leadership skills, in third year I started working towards the conception of my first startup about human productivity optimization only to realize that the product did not cater to the targeted consumer groups very well. We didn’t research much about consumer behaviorism, scalability and market competition and an introspection helped me realize the importance of market research and survey. In essence I need to understand the intricacies of business ecosystem and market segmentation and an MBA degree is a perfect platform to iron out my business deficiencies.

Post MBA, I plan to seek a product manager position in leading startup companies such as Lazada, GrabTaxi or Near. Product Management, where I can blend the creativity and initiative required for product development and can lead cross-functional teams to achieve a shared goal, serves as an excellent training ground for me to develop the skills necessary for launching my own business.

During MBA, program like SPAN’s experiential learning provides opportunities to test new ideas to bring the most effective ones to fruition. It will help implement business solutions in the real-life situations and will give me a clear idea about scalability and consumer behavior. Furthermore opportunities with NTUitive will help me to explore opportunities, take measured risks and network with like-minded people across the globe. Lastly options like BSM and an extensive Alumni network makes Nanyang Business School an Unparalleled option.

Responsibility for managing and implementing marketing activities through research, planning and implementation and knowledge about business development will help me achieve my long term goal of building a solid healthcare application for my country, that can provide affordable and quality health services to Indian Citizens.

INTEGRITY

ESSAY

Integrity is a homonym in the English language, and all its meanings provide a different perspective in real life. To me integrity has several meanings – being honest in what you do, say, or write, maintaining integrity in the work you do, valuing the integrity of people around you, and last but not the least, not sacrificing moral standards for an irresistible but immoral prize. There have been several instances in my career where I could've achieved more by following a practice which was not ethical to me. In one such case, a glitch in my code resulted in the generation of a false trading signal. Nevertheless, the market behaved very differently, and we made a profit. When I identified the mistake, I told my traders that I made a mistake and that is the reason we made a profit despite making a loss as per our strategy. My colleagues respected the fact that I admitted my mistake. I could've moved on as nobody cares till profit is flowing, but it was the integrity of my character which did not allow me to move on.

In academia, integrity is of paramount importance. If the quality of integrity is missing from a student, how can it be present in his/her ideas? Even the likes of Isaac Newton and Gottfried Leibniz were not able to maintain integrity in the publication of their studies and went through many controversies. Integrity assures a healthy environment for innovation in an academic setting. In personal life, integrity makes us a better person in front of our family and friends, developing a close-knit and trustful community. Also, integrity is a trait which is imparted to people who are influenced by us such as children and individuals working under us. In a professional environment, integrity, if missing, can hurt individuals and organization alike. Without integrity, working in groups, a requirement in today's world, will be highly ineffective. The trust between teams, team members, and customers is necessary for an organization to succeed, and without integrity, this won't be possible.

Purdue is reputed university, and it should expect a very high standard of academic integrity from its students. All students should be responsible for developing a cohesive environment at Purdue. They should give credits to authors, value original work of fellow students, and work closely with professors or academic offices to resolve any possible disputes. Also, the students must not plagiarize.

Students not upholding these values should ideally be dismissed from the college. A more practical and less harsh measure would be to make sure they are aware of the code of conduct at Purdue, and a warning should be given to any student who does not follow the standards. After the warning, if a student doesn't follow, he/she should be dismissed from the program to maintain the reputation and quality of the program.

MBA, NTU
SCHOLARSHIP
ESSAY

Born to a lower middle class family, I always aspired to be one of the best in areas I try. During college other than academics, I was involved in various technical and co-curricular Initiatives and as a result the college bestowed me with the best outgoing Student with Overall brilliance Award. I am confident and hopeful that all those organizational and leadership qualities will come handy as I am looking forward to organize the first Nanyang B.S.M in Indian Subcontinent to familiarize my peers to the Indian culture, economy and business market.

Deloitte exposed me to higher level of challenges and situations but I grabbed those as learning opportunities and became an expert in Us Healthcare Industry. I bagged the highest possible achievement; Public sector star award for the exceptional contribution to clients and healthcare projects. Student clubs in NBS have touched upon a lot of areas however, I strongly feel that an addition of Healthcare club to the eclectic list will help students learn the business of healthcare and IT Healthcare and promote a community of students who are interested in health care. I would be looking forward to initiate and contribute to the cause considering my expertise in the field.

Backed with my organizational and leadership skills I started working towards the conception of my first app and with the same enthusiasm and energy I want to Contribute to the highly research oriented ecosystem of NBS. I wish to assist professors of ITOM like Vijay Sethi, Asst. Prof Lee Gun Woong and work with them on research areas of IT entrepreneurship, Healthcare IT, Mobile App Product Management and corporate wellness and implement some of my ideas.

As I pursue my MBA from Nanyang, my work experience as a technology consultant, my entrepreneurship stint as well as involvement with Sports and CSR activities will help me contribute to student clubs such as BizIT, entrepreneurship, Sports and CSR clubs. I never settled for averages and the pursuit ends only when I get accepted to the best. I firmly believe that my hard earned academic excellence coupled with strong technical & entrepreneurial exposure and my passion to contribute with new ideas will add value to NBS community, and I look forward to be a part of Nanyang MBA Journey.

**How will the Schulich MBA degree help you achieve your short and long-term career goals?
(please limit your answer to 350 words)**

Innovation and technology always amused me from school days. When everyone in my class aspired to be doctors and pilots I lived with a dream of meeting Larry Page himself one day. My formative years of undergrad, conducting technical fests and IEEE initiatives, taught me the value of Innovation in everyday life and reinforced my passion of being a technopreneur.

My experience at Deloitte for an ‘Obamacare’ project gave me an opportunity to witness the entire cycle of translation of business ideas to technological products. In third year I started working towards the conception of my first startup about human productivity optimization only to realize that the product did not cater to the targeted consumer groups very well. We didn’t research much about consumer behaviorism or market competition and an introspection helped me realize the importance of market research and survey. In essence the big picture was lost on us and an MBA degree is a perfect platform to iron out my business deficiencies.

Post MBA, I plan to seek a product manager position in lean startups such as NextJhealth or Nymi. Product Management, where I can blend the creativity and initiative required for product development and can lead cross-functional teams to achieve a shared goal, serves as an excellent training ground for me to launch my own startup in the long run.

During MBA, program like Strategy field study gives me an opportunity to implement strategic decisions and business solution in real-life situations and would expose me to nuances of consumer behaviorism and market studies. Student clubs like BTMA, EVCC will help me to explore opportunities in business development, take measured risks and network with like-minded people across the globe. Furthermore an innovative curriculum to mix and match specialization and a truly global program which emphasis on responsible business, ethics and sustainability makes Schulich Business School an Unparalleled option for me.

Responsibility for managing and implementing marketing activities through research, planning and implementation will help me achieve my long term goal of building a solid healthcare application that can provide affordable and quality health services to Indian Citizens.

Tell us three random things about you beyond what is already apparent from your application

1. I am a trained and certified dancer of a classical dance form called Kathak. I started my training at the age of 5 and pursued it till the age of 9. I have performed several time on the stage in school.
2. I love to write poetry in my free time as a means of self expression. The creative side of me has been active since I was in grade 2nd and to my own surprise most of my poems are enkindled on the way to my routine destination such as school, college or work.
3. Parallel to my belief in ‘Vasudhaiv Kutumbkam (The world is one family)’, I take great pride in introducing myself as a native of a culture that boasts of amazingly unique traits in terms of culture, history, cuisine, artwork etc. To preserve and propagate the national heritages of India, I learned to speak Maithili (the language) and to make Mithila Painting (the artwork).

Which one of the Babson Learning Goals do you find most appealing and why?

Entrepreneurship, as defined by Nobel laureate T.W Schultz, is not restricted to business related activities but also to a behavioral orientation that can be shown in any situation of life. Inspired by the enterprising mettle that few of my known ones have shown in their tough times, I wish to polish, with Babson, the art of thinking and acting like an entrepreneur in both profession and disposition. Both my short term goal of working as a ‘virtual CEO’ of a product i.e product manager and long term goal of leading a skill development venture call for an enterprising attitude made of autonomy, risk taking, pro activity, competitive aggressiveness, and innovativeness. Kind of emphasis Babson gives on imbibing the entrepreneurial psychology into its MBA graduates assures me of a growth that would cater to the fulfillment of my career dreams.

Please state your professional goals and how you plan to achieve them.

My short-term goal is to venture into the field of Management Consulting. In the long run, I want to establish myself as an entrepreneur and setup my own consultancy firm focusing on Sports (football in particular) Consulting and Management.

5 years of Technology Consulting coupled with my problem solving skills, and my knack of finding new and better way of doing things have given me a strong foundation for a career in Management Consulting. My consulting experience so far has been limited to providing technical consulting on a specific technology – PPM (Project Portfolio Management).

I intend to evolve my career and move to a strategic business oriented role and consulting fits the bill perfectly. In order to realize my goals I must fill in the gaps that I have in my armor – financial knowledge and business acumen being few of them. An MBA will allow me to accumulate the skills and knowledge needed to fulfill my short-term goal.

As a Management Consultant I want to work in strategic roles across different verticals like Finance, IT, Telecommunications and Sports. Working in the consultancy industry would give me the experience and industry know-how that will allow me to setup and run my own firm. Football is more than just a sport, and the business of football is a huge industry in itself. As a matter of fact, many consultancy firms have a long track record of advising football clubs, and many are increasingly creating their own sports verticals. I want to tap into this huge market and at the same time marry my passion for football with my passion for consulting.

Describe the most important piece of constructive feedback you have received recently. Please detail the circumstance and your plan to address it.

I look forward to constructive criticism the most as I feel that it is the best way to learn and evolve. Recently I was vested with a fairly straight forward but critical task of installing a software patch for a major client. I think I was a bit over confident as it was a simple task and the product team had provided me with step-by-step instructions for it. The patch had a defect and it threw an error midway through its installation which I was not prepared to handle. I tried a host of things, but to no avail. Eventually I had to restore the system's backup and quit the installation.

There was a major escalation by our client. We then got a fresh patch and carried out the installation again, only this time it was successful.

The next day, my manager appreciated my efforts and commended the way I dealt with the situation, but he wasn't happy with my approach and advised that I should've checked with other teams before I proceeded with my installation. One of my colleagues had encountered exactly the same issue and knew how to handle it. Had I checked with my colleagues about the patch installation, I would've dealt with the situation the first time itself and saved myself from unnecessary hassles. I failed to realize the vitality of experience and had to pay the price.

Since then whenever I find myself in a similar situation (having to perform a task with no prior experience), I make it a point to consult with my peers, seniors and even juniors to gather as much information as I can.

Tell us your most important professional achievement in the last three years and your role in these projects/initiatives. (300 words)

Two years ago, my firm started night shift operations in Hyderabad location. We supported the team through online mentoring & training from Gurgaon site for around 6 months. We failed miserably with this approach and team was not even able to meet 60% of its deliverables. It was a nightmare for the Gurgaon management to understand the issues, so our Global Director decided to have someone on site to get hold of the situation. I was chosen as a mentor/manager to get the team out of crisis in 2 months.

Before I began, I analyzed and identified the issues. I categorized them into two areas: Operational & People related issues

I began my plan by deep diving into operational issues. The core work was struggling due to lack of domain knowledge, understanding of workflows and logistics issues. I quickly fixed all the logistics and workflow issues in collaboration with IT and Gurgaon teams. Next step was to help them improve the domain knowledge, so I conducted trainings, refresher sessions on various concepts, work flow tools and their applications in the core work.

The bigger problems were people related and there was lack of motivation, team work, cultural issues and communication gaps. Immediately I set up an open forum to communicate so that everybody can share their views for the betterment of the team. Next job was to unite the team, so I started conducting series of activities focusing on various aspects of communication, team work and business knowledge. I tracked their progress weekly, understood the development areas and rewarded exceptional performers regularly.

After all these initiatives and team work, productivity was almost doubled and team's quality was improved from 0.8 defects/unit to 0.45 which was very close to our business goal. It boosted my confidence & belief in my leadership abilities and an important take away was to understand the role of culture, people and a strong shared vision in starting any new operation.

If you are applying for scholarship(s), you may put extra information that you would like the committee to consider at the box below. (Optional) (300 words)

A 9+ years of enriching journey in the corporate world with diverse experiences such as international exposure, setting up teams, mentoring people and leading projects have helped me to grow both personally and professionally.

My professional growth was fueled mostly by challenging situations. I was the only person selected from our site (1000+ employees) for the prestigious Global Rotation Program (2014), based on a rigorous 4 round selection process. It included going to S&P New York for a 4 months product development project for investment banking firms. Again in 2015, when the concept of lean was introduced in our firm, as a six sigma professional, I pro-actively took the challenging task to implement it at the process level and saved almost 10 resources. My “leadership essentials” workshops for Gurgaon employees have helped to develop a culture of leadership in the organization.

Sports shapes up the character of a person. I have captained cricket teams at college & at S&P and won inter-college and corporate tournaments. Over the years, it helped me in developing the art of managing people, getting the right talent in place and performing under pressure. I received gold medal consecutively for last 3 years in Carom at corporate events. Building the right game strategy always helps to instill strategic thinking and being one step ahead of the competition.

My involvement in Community development has been recent yet profound. During last few years leading various projects at S&P helped me to create an impact on the society and devote my time for the cause of Education for underprivileged kids, which is one of the most crucial ingredient for their growth. I received an ACE award and got a chance to engage with several NGOs working for the same.

An all round professional experience, sports accomplishments and community development experience will bring the ideal mix to CUHK and a strong candidacy for scholarship.

Knowledge has to be improved, challenged and increased constantly, After a 9+ years of enriching experience in the corporate world, it's time to embark on a new journey to expedite the career progression, sharpen the business acumen and move towards increased responsibilities. With a vast cross functional experience in financial information & research industry and core capabilities in operations and strategy, I have built a strong foundation to make the Chinese bamboo come out now.

An MBA from HKU and working in Hong Kong, world-leading international financial center, will be an ideal step in achieving my long term vision. Apart from the academic learning at HKU in a diverse and global environment, opportunities such as mentorship program and workshops will help me understand the future career challenges and my career path as a leader. MBA club will put to test my industry knowledge, business skills and will help me in gaining deep insights of my desired industry as well as the functional roles.

At the same time, I am going to leverage the program and post MBA experience in Hong Kong by understanding the business environment in depth and will gain insights with respect to its financial service industry, long term economic strategies, policies as well as macroeconomic stability. With hundreds of companies have chosen to base their operational headquarters in Hong Kong and with a strong contribution of financial service sector to Hong Kong's GDP, makes it an ideal destination to transform my academic knowledge in accelerating my career in financial service operations.

With this strong platform, I will mainly focus to stay connected with the business world by building a strong network with the desired industry firms and secondly to gain access to HKU alumni's network is itself a great opportunity. I am going to channelize my energy to get the best out of this network to build a strong future in the coming years.

Post MBA, I would accelerate my career by seeking middle management roles in operations and strategy. The plan is to execute large scale projects across the financial service & research industry such as banking, investment firms, information providers, KPO's etc. Some of the key functional roles I would like to experience are process architecture, cost cutting and optimization, achieving operational excellence, aligning operations strategy with other functional strategies, nurturing & developing the best talent and shaping up the long term capabilities of the firm. This will help me build a strong understanding of the business strategy at a broader level in the organization. In the long term (5-7 years), I would like to see myself as an influential business leader taking strategic decisions for the companies.

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