

How to Write an MBA Statement of Purpose

Communicate your past experience and future goals.



Show that you are a match with the program. Your Statement of Purpose (SOP) and other business school essays should quickly give admissions the information about your background, experience, preparation and goals that they need to make an admissions decision.

The key to any good essay is that it is well organized and gets right to the point with details and insight about you as a potential MBA candidate. Your essay should serve to convince admissions that your needs match with what their program offers and that you have the potential to be successful if admitted.

Normally, a strong essay will result in an admissions interview where you will be required to answer questions and discuss your experience in greater detail. The interview will be your chance to elaborate more completely on your application and then close the deal on a business school admissions offer with your excellent interview performance.

Please use the categories and information below as a guideline that will help you to get focused and get started on your SOP. Feel free to alter categories or add you own if these ones are not suitable for you.

Tell the reader what you have done and connect that with how it prepares you for the MBA program to which you are applying. The main thing is to get to the point, keep your information well organized and make it easy to read. That is what will get you admitted to the best business school possible!

Statement of Purpose for (Student Name)

Motivation for Study & Career Goals

It is a good idea to start the SOP with a section that explains why you are interested to take an MBA at this time. You should briefly introduce your experience and talk about the courses or track that most interest you. Be sure to outline your short, medium and long-term career goals. Connect yourself with the school's academic offerings.

Academic Preparation

Discuss when, where and what you studied and talk about your class ranking or GPA if it is especially high and can be supported by your transcript. Discuss the major courses you took and how they will help you to prepare for success in an MBA program. Discuss major clubs or activities that you have been involved with, particularly any leadership or club experiences that are related to preparation for

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your MBA. It is not normally useful to discuss experiences from primary school or trivial awards and clubs from high school.

Project & Research Experience

Discuss one by one in detail any project experience or research experiences in this section. It is useful to provide dates for each project to show progression towards higher levels of research over time. Be sure to identify your role in the project and what your contribution was.

Work Experience

Admissions will want to know all about your work experience such as what you do currently and how you rose through the ranks. As much as they are interested in the past, they also want to know about the future. Be sure to cast your MBA program as a central to launching yourself into a middle or senior management orbit.

Internships

If you do not yet have paid work experience, discuss in detail any internship experiences in this section. Discuss things like what you did during your internship, who you reported to or worked with during your internship, how you benefitted and what you learned from this internship. Mentioned the skills that you applied during your internship and anything that will be useful from this internship towards success in your MBA program.

Special Skills and Experiences

Discuss in detail your special skills or the experiences you have had in this section. It is useful to provide dates if possible. Please discuss skills or experiences in detail and how you benefitted from them. Why do you think these will be useful in an MBA program?



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Contact John Hannon | Founder & Senior Consultant

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