

ShareWithU-The Way to Success

MBA Application Bible



我们的顶级商学院之路
Essay 精粹

ShareWithU (向友) 编者



北京大学出版社
PEKING UNIVERSITY PRESS

ShareWithU-The Way to Success

MBA Application Bible

我们的顶级商学院之路

Essay 精粹

成功范例 vs 失败范例

ShareWithU (尚友) 编著



北京大学出版社
PEKING UNIVERSITY PRESS

图书在版编目 (CIP) 数据

我们的顶级商学院之路: Essay 精粹 / 尚友编著. —北京: 北京大学出版社, 2011.3

ISBN 978-7-301-18262-8

I. ①我… II. ①尚… III. ①留学生教育—申请—英语—论文—写作

IV. ① H315

中国版本图书馆 CIP 数据核字 (2010) 第 246238 号

书 名: 我们的顶级商学院之路: Essay 精粹

著作责任者: 尚 友 编著

责任编辑: 丁 超

标准书号: ISBN 978-7-301-18262-8/F·2676

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672

编辑部 62750112 出版部 62754962

电子邮箱: pw@pup.pku.edu.cn

封面设计: 高海云

印制者: 三河市欣欣印刷有限公司

经销者: 新华书店

650mm×965mm 16 开本 10 印张 160 千字

2011 年 3 月第 1 版 2011 年 3 月第 1 次印刷

定 价: 28.00 元

未经许可, 不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有, 侵权必究 举报电话: 010-62752024

电子邮箱: fd@pup.pku.edu.cn

Introduction to ShareWithU Business School Application Essays

**By
Peter von Loesecke, CEO, The MBA Tour Inc.**



With the rise of the Chinese business enterprises, China's need for management talent has become dramatically apparent. China's economy will continue its sustained growth for the foreseeable future and this growth will place many Chinese enterprises at center stage in the global economy. To successfully remain competitive, Chinese enterprises will require extraordinary talent possessing the skills for modern business. Knowledge of modern business practices for promoting financial transparency, good corporate governance, and citizenship in the world business community will be in high demand to retain the confidence of global investors. Chinese managers operating in the global business environment will have to build global brands and acquire knowledge of global business practices.



While economic growth in China has created a huge demand for talent, it has also revealed a shortage in talent at the mid and upper levels of management. Today's new generation of Chinese business leaders are poised to fill this large gap.

Opportunities abound for young mobile Chinese who are motivated by a better life and brighter future. Such a huge talent shortage requires a large capacity for management education and training resources. The executive training provided by domestic Chinese business schools alone cannot fill the needs of China. offshore management training and education will have to provide much of the business education for the foreseeable future.

Business schools educating future Chinese business leaders are a key resource for business education in China. Business programs with an international reputation are a global resource and young Chinese business talent will be a leading participant as both a provider and receiver of business education. Applying and attending leading business schools will then become a life changing opportunity for many Chinese.

The act of applying to overseas schools itself requires much preparation. Knowledge of the application process itself will even require a different perspective. The western process for university application is alien to many Chinese. The concept of self branding to match one's skills and personal objectives to a school is hard to comprehend for many Chinese students. Consequently, it is imperative that the preparation process for selecting and applying to a school include learning about how the application process to top business school programs actually works.

This book offers insights into that process and the essays from applicants contained in this volume are a window into understanding what is required from prospective Chinese MBAs. Each applicant's essay provides some evidence of self discovery and soul searching he or she experienced during the application process. Also, the process for self discovery and choosing a school are closely related. The self discovery process requires you to understand your strengths and weaknesses and to define your career goals. Understanding what you need from an MBA program to meet your career goals is important when you write your application essays and have to explain why an MBA program is right for you.

So as you begin your journey for a new life in a new world of challenging assignments, learn what you can take from these essays to apply to your own career goals. Your future is not something you should take lightly with all the opportunities before you!

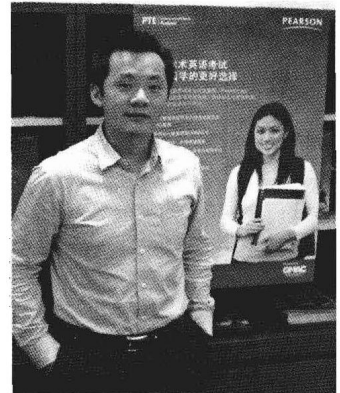
Peter Van Loesecke

Preface

By Jim So

Country Manager (Greater China), Pearson Language Tests, Pearson

In a competitive age where goals and ambitions are realized through an ever expanding network of international knowledge economies, an education in business is a positive and invaluable step towards the path of success. It is fantastic to see the benefits prospective students and graduates gain from the elite services ShareWithU has to offer. With a clear focus on providing cutting edge information to an already highly qualified and educated audience, the principles and aspirations of ShareWithU are a blessing to both present and future Chinese business leaders across the globe.



《我们的顶级商学院之路》系列丛书

——编委会——
(以音序排列)

主 编：毛颖，舒琼

顾 问：王萃，子溪，Sherry, Terry

成 员：Alex, Audreyoo, 陈溪远, Clare Qi, Connie Wu,
Danying Emily Guo, 邓飞, Elliott, Evan Zhou,
飞鹰, 管丽, 胡文琦, 刘鹤, Maggie Li, Mike Wu,
穆汎汎, Tracy, 黄锐, 朱竞, 赖鹏, 张笑天,
Shirley Wang, Isabel Gan, York Shang, Yuyao Wang

| 目 录 |

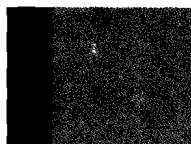


美国哈佛大学商学院	1
Essay #1	2
Essay #2	6
Essay #3	9
Essay #4	12
Essay #5	15
 美国哥伦比亚大学商学院	 19
Essay #6	20
Essay #7	26
Essay #8	30
Essay #9	34
Essay #10	37
Essay #11	40
 美国宾夕法尼亚大学沃顿商学院	 43
Essay #12	44
Essay #13	49
Essay #14	54
Essay #15	58
Essay #16	62

美国杜克大学富卡商学院	65
Essay #17	66
Essay #18	70
Essay #19	75
Essay #20	79
 美国弗吉尼亚大学达顿商学院	 83
Essay #21	84
 美国麻省理工学院斯隆商学院	 89
Essay #22	90
 美国达特茅斯学院塔克商学院	 93
Essay #23	94
Essay #24	97
 美国康奈尔大学约翰逊商学院	 101
Essay #25	102
 美国西北大学凯洛格商学院	 105
Essay #26	106
Essay #27	110
 美国密歇根大学罗斯商学院	 115
Essay #28	116
Essay #29	119
 失败的申请 Essay	 123
Essay #30	124
Essay #31	128
Essay #32	131
Essay #33	133
Essay #34	137
Essay #35	141

Harvard Business School

美国哈佛大学商学院



Essay #1

What are your three most substantial accomplishments and why do you view them as such?

1.

During my third year in college, I set up the first student-run legal aid hotline in my city, offering legal assistance to female migrant workers, many of whom were plagued by domestic violence and unequal treatment in the workplace.

Shocked by their situation when doing social work, I came up with the idea of a legal aid hotline. I recruited a team of law students, led the initial fundraising of \$1500, and secured time commitment from our professors for legal advice. The hotline started operation two months later.

The success of the first case was a huge encouragement. A young girl, who lost her finger in a work accident, was refused compensation by her employer, citing no formal contract. I spent months traveling across the city and going through papers

to collect evidence of contractual relationship, and finally won her the deserved compensation.

I continued to lead the hotline until my graduation, when it had grown to handle more than 400 calls a year and won funding from several Foundations. Fourth year in operation, it is now part of the largest NGO network in my province. This accomplishment fulfilled my dream of helping the underprivileged.

2.

I was the only “amateur” of a seven-girl team that won the gold for women’s gymnastics in the Beijing University Games.

After an injury in the team, the coach asked me to join because I was the “best amateur”. But I quickly discovered the big gap with a professional. Seeing my teammates easily bend their legs over head or jump with a perfect split, I could barely keep up with their pace.

I was extremely nervous to become a drag to the team, and ruin their “golden dream”. So were my teammates. I begged the coach for extra intensive training in body flexibility. Everyday I trained two hours more than the team in the midst of heavy law curriculum. I got blisters on both feet and almost injured myself from forcing too hard on a split. The rest of the team gradually changed their attitude towards me and we bonded more closely.

Four months later, I could perform as well as anyone else in the team. When we finally won first place, the team threw me in the air. Tears in my eyes, I could see big smile on everyone’s face. Through relentless effort I earned respect from the team and together we achieved the best.

3.

In my second year as a consultant, I helped a multinational pharmaceutical company bring affordable medicine to more than one million people in rural China.

The project was to find new growth areas for the company. Accustomed to “the usual ways of business”, the client initially only focused on large cities. However, my experience told me that “capturing rural China” would not only pose a long-term growth opportunity, but also fill a major gap of medical supply in rural areas. I convinced the client to make “rural growth” a priority.

The most challenging part was to design a cost-effective model to serve the vast and dispersed rural market. Having selected thirty representative rural areas, I led a client team across China to interview local distributors, pharmacies and hospitals. Armed with firsthand knowledge, I proposed a model using innovative tools like mobile clinics, makeshift workshops and promotion-on-the-van. We further backed up our ideas with concrete cost-benefit analysis.

The CEO was impressed by the “local ways” of selling medicine. He authorized a pilot model in five areas across China. The initial results showed good financial return, but more importantly, brought access to quality medicine for over one million rural people.

■ 点评 ■

Three most substantial accomplishments（三个最重要的成就）是 HBS 最经典的 essay 题目，而且已经持续了多年。很多申请人看到这个题目就很头痛。第一，什么样的经历才能算是 substantial accomplishment（重要成就），如何选材成为一个难点；第二，文章限定是 600 字，那么每个小故事就只有 200 个字左右的空间来发挥，要求言辞简练精确而精彩。这篇文章可以成为大多数尝试写 HBS essay 的申请者学习的范文。首先看作者的选材，3 个小故事的选材非常全面：从内容上看，volunteer work（志愿者活动），extracurricular work（课外活动）和 professional work（专业领域）三个方面各取其一。从每个故事反映出来的作者的优秀品质上看：分别从社会责任感、坚忍不拔和创新性思维等多角度塑造出一个完整而优秀的人格形象。从三个故事的排列来看，作者把工作的例子放在最后是很用心的安排。商学院的招生委员会每天读大量申请人的文章，关于工作的例子都大同小异，很难让他们眼前一亮。而于工作无关的事例才是真正能凸显作者的亮点，把新鲜的选材放在首位又能提起读者的兴趣。更重要的是，从整个申请材料的综合来考虑，读者可以看到作者的职业目标是要为中国的欠发达地区建立个人医疗体系，作者巧妙的用这一篇 essay 的三个故事印证了自己具有要完成这个长远宏大的目标需要的最重要的素质和品质。这样的选材和为整体申请材料服务的安排使得作者成功了一大半。作者的语言功底也不错，文字朴实简练，也是文章的一大优点。

Essay #2

What have you learned from a mistake? (400-word limit)

Three years ago, we, a group of 18 people, were divided into three teams and each team was given a task list, which set out six challenges to complete within ten minutes. Given the suffocating time constraint, our leader quickly allocated tasks and threw us into execution.

My task was to find a way to keep an egg from broken after dropped from 1.5 meters height. But my instinct told me that something was wrong, as 10 minutes were definitely not enough for all tasks. Re-examining the list, I found a sentence in fine print stating the most crucial task: gathering the teams together. I realized that these six trivial challenges were to distract our attention from main objective. I pointed this out to my leader, but he believed all tasks were equally important and urged me to focus on my own. I did not persist. After all, I followed my leader's instruction and tried to pull the team onto the right track, I thought, as a team member, I had done all that I could do.

I succeeded in tackling my challenge, however, all three teams failed. It was a mistake of direction by the leaders. Yet, my team failed because I surrendered myself to the seemingly safer, more popular way of following order, and held back from risking a conflict with the leader to find the best approach. In a real business situation, my mistake could have caused huge losses to my company.

This experience brought a fundamental shift to my understanding of teamwork and leadership. In retrospect, if I had been assigned as team leader, I would certainly have tried my best to ensure the team's success, probably because I viewed effective leadership as personal achievement. Yet when I was just a team member, I limited my responsibility to the assigned task. A great leader, I learnt, even in the shoes of a member, would always take responsibilities larger than his role and strive to guide the crew to the right direction, even at the risk of conflicts and misunderstandings.

The learning has significant impact on my actions as a professional and as a person. In team meetings, I questioned existing working procedures and proposed reforming measures. In board meetings, I proposed to assume more responsibility after my department head suddenly quitted. Now I am fully accountable for the result of myself, my team and my firm.