

2008-2009  
Application Form

## MSc Programmes in Management

- Master in International Management
- Master in Marketing Management
- CEMS MIM

**ESADE**  
Business School

Ramon Llull University

# We would like to thank you for your interest in the MSc Programmes in Management and we look forward to welcoming you to ESADE.

The purpose of the admissions process is twofold: to determine whether the candidate meets the requirements for the programme and whether the programme fulfils the participant's specific needs. The selection criteria focus on a combination of academic performance, managerial potential and personal characteristics, as well as motivation to learn and contribute to the exchange of ideas at ESADE. The final decision is made on the basis of all the above-mentioned requirements, resulting in an overall evaluation of the candidate compared to the candidates as a whole and to the number of places available. This Application Form offers candidates an excellent opportunity to convey the positive contribution they believe they can make to the programme's development. Please read the instructions and application procedures contained in this brochure before completing the Application Form.

If you have any doubts or questions about the programme or the admissions procedure, please do not hesitate to contact the ESADE Admissions Office at the following address:

#### Admissions Office

Av. Pedralbes, 60-62  
08034 Barcelona. Spain.  
Tel. +34 932 802 995  
Fax +34 934 952 077  
mscmanagement@esade.edu

Office hours for attending the public are from Monday to Friday, from 10.00 am to 2.00 pm and from 4.00 pm to 7.00 pm.

#### Online Admission

We recommend that you apply for admission online. The following websites provide access to the online Admission Application Form and the section that allows you to check the status of your application.

#### Apply Online

[www.esade.edu/onlinemsc](http://www.esade.edu/onlinemsc)

#### Check Status

[www.esade.edu/checkstatus](http://www.esade.edu/checkstatus)

We recommend regularly consulting the Admissions website at [www.esade.edu/admissions](http://www.esade.edu/admissions) for full up-to-date information.

#### Confidentiality

The application and all the materials submitted by the applicant become confidential property of ESADE. The Admissions Office will not reproduce copies of any part of the application material for individuals not involved in the admissions procedure, except with written consent from the candidate. Candidates and participants do not have access to personal recommendations and interview reports.

The Admissions Committee will only review completed applications. Candidates are responsible for ensuring that all materials are submitted on time.

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## Admissions Guidelines

Please bear in mind the following guidelines for applying to ESADE's MSc Programmes in Management:

### General Guidelines

- Application deadline: All applications must be submitted by the end of June. If you are interested in the CEMS MIM we recommend that you submit your Application for admission before the end of May.
- Applications will not be reviewed until all items on the checklist have been received. The Admissions Committee makes a decision within approximately one month of receiving a complete application.
- All applicants (national and international) are assessed under the same criteria; ESADE has no country or regional quotas.
- All application materials become the property of ESADE and cannot be returned regardless of the Admissions Committee decision. We recommend you keep copies for your own records.

### Eligibility

The Admissions Committee makes an individual assessment of each candidate and takes into account the dynamics of the whole student group.

### Candidate Requirements

Undergraduate degree in business from a recognised university, equivalent to Bachelor's degree. Applicants with a degree in Economics may qualify for admission (to be determined on a case-by-case basis). For the Master in Marketing Management, we will also consider candidates who hold a bachelor's degree in Advertising and Public Relations. All university qualifications should be official qualifications in the country in which they have been awarded.

### Interviews

The Admissions Committee reviews the application and, as part of the Admission process, may request that you be personally interviewed by one of its members. These interviews are held preferably in Barcelona but if the candidate is unable to travel, an interview can be arranged by telephone. **Students who choose to take the CEMS Master in International Management must participate in an obligatory personal interview.** The purpose of the interview is to confirm that the candidate is a good choice for the Combined Programme and to certify his/her level of fluency in a foreign language.

## Admissions Committee Decision

### Admitted to the programme

Candidates accepted to the MSc Programmes in Management receive a written notification from the Admissions Committee with instructions for completing the administrative process. Candidates are requested to pay a deposit before the deadline indicated in the admissions letter, in order to secure their place in the MSc Programmes in Management.

### Not admitted to the programme

Candidates not accepted will receive a written notification from the Admissions Committee. Applicants who wish to reapply may contact the Admissions Office at the beginning of the next application season in order to find out why their prior application was not successful.

# Application Instructions

## Contact List

### Admissions Office

mscmanagement@esade.edu  
Phone: +34 932 802 995  
Fax: +34 934 952 077

### Graduate Management Admission Test (GMAT)

gmat@ets.org  
www.gmac.com

### Test of English as a Foreign Language (TOEFL)

toefl@ets.org  
www.toefl.org

### International English Language Testing System (IELTS)

ielts@ucles.org.uk  
www.ielts.org

### Test of English for International Communication (TOEIC)

info-fr@etseurope.fr  
www.toEIC-europe.com

Applications that are not complete or have missing documents will not be evaluated. We will try to notify you of missing documents or information but it is your responsibility to ensure that all materials are submitted on time. All candidates must provide the following documents:

- 1 Completed Application Form
- 2 Transcripts
- 3 Certificate of Language Proficiency
- 4 Admission Test
- 5 Curriculum Vitae
- 6 Essays
- 7 Two Letters of Recommendation
- 8 Photographs
- 9 Identity Card or Passport
- 10 Application Fee

## 1 Completed Application Form

Carefully fill in the Application Form to start the process. We recommend submitting applications via the Internet at [www.esade.edu/onlinemsc](http://www.esade.edu/onlinemsc). The application must be completed entirely in English.

## 2 Transcripts

One of the basic prerequisites for applying to the MSc Programmes in Management is an undergraduate degree equivalent to Bachelor of Science (BSc) in Business. Applicants are required to submit official records from each academic institution attended after secondary school. Academic records must show the dates of enrolment, all subjects or courses, units, credits or hours, exams, and grades in each subject. Applicants must also submit official evidence of the conferral of all degrees, diplomas, or professional titles and indicate the month and year of the formal conferral. These certificates must be issued in the original language. Any documents which are not in Catalan, Spanish, French or English must be submitted with an official translation into one of these languages.

## 3 Certificate of Language Proficiency

All candidates must be proficient in English. When candidates are required to prove their English knowledge, they must either take an English Examination at ESADE on the same day they take the Admission Test or present any of the following English proficiency tests:

- TOEFL
- IELTS
- TOEIC
- University of Cambridge

ESADE will accept language test scores provided that the certificate was acquired within the last two years.

Those candidates who are native speakers of English or who have studied for a significant period of time in an English-speaking country, should make this known to the Admissions Office.

**No previous knowledge of Spanish is required**, although the Admissions Committee will positively value the knowledge of this or other languages.

Those candidates who opt to enrol in the Community of European Management Schools' Master in International Management should credit the command of, at least, three languages, one of these being English. Basic knowledge of Spanish is required for CEMS MIM candidates as they will be required to work on a group project in Spanish in February. CEMS MIM Participants who do not have sufficient knowledge of Spanish should participate in a two-week intensive programme to be conducted before the start of classes (in September).

#### 4 Admission Test

All applicants to the MSc Programmes in Management are required to take an entrance examination. Candidates must either take the GMAT or ESADE's own Admission Test, which is given in Spanish.

**The GMAT.** The GMAT is administered in centres all over the world and is entirely in English. Candidates must make their own arrangements for the test and should have the original score report sent directly to ESADE by the Educational Testing Service (ETS), the organisation that administers the Test. ESADE will accept test scores provided that the test was taken within the last five years. ESADE's code is 93M-3K-62.

**The ESADE Admission Test.** The ESADE Admission Test is entirely in Spanish and its structure is similar to the GMAT. You will find the test calendar on our website. Test dates are assigned on a first-come, first-serve basis as applications are received. However, if you wish to sign up for a specific date, you may do so if there is space remaining.

#### 5 Curriculum Vitae

#### 6 Essays

#### 7 Two Letters of Recommendation

#### 8 Photographs

Please enclose 4 recent passport-sized photographs with your name on the back.

#### 9 Identity Card or Passport

Please enclose photocopy of your passport (or, in the case of EU nationals, your EU identity card).

#### 10 Application Fee

The application fee is €130 and may be paid by bank transfer to Fundació ESADE:

##### "la Caixa"

Via Laietana, 56 -  
08003 Barcelona (Spain)  
Account no. 2100-0900-93-0211179834  
Swift code: CAIXESBB  
IBAN code: ES72 2100 0900 9302 1117 9834  
Please send a copy of the transfer order  
to ESADE Admissions Office  
E-mail: mscmanagement@esade.edu  
Fax: +34 9364 952 077  
**Application fees are not refundable.**

#### **Students who choose to take the CEMS Master in International Management must participate in an obligatory personal interview.**

The purpose of the interview is to confirm that the candidate is a good choice for the Combined Programme and to certify his/her level of fluency in a foreign language.

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# Important information for candidates opting for the combined programme: MSc Programmes in Management + CEMS MIM

To enter the CEMS MIM Degree Programme, students undergo a rigorous selection process. Selection is based on candidates' potential to meet the following criteria:

- Knowledge (intellectual and language competencies)
- Interpersonal competencies
- Desire to achieve
- Integrity
- International orientation

At ESADE the CEMS MIM cannot be taken on its own but only in parallel to either of the two MSc Programmes in Management: Master in International Management or Master in Marketing Management. Candidates interested in taking the CEMS MIM should complete ALL the steps in the Admissions Process for the MSc Programmes in Management as previously described. In addition, they should also take note of the following:

- All candidates are required to attend a telephone interview. The purpose of the interview is to confirm that the candidate is a good choice for the Combined Programme and to certify his/her level of fluency in a foreign language.
- As part of the CEMS MIM Admissions Process, candidates need to provide us with the following information. These Essays are complementary to those on page 11 of this Admissions Application. They do NOT replace them:
  - How did you learn about CEMS MIM? (approx. 10 lines).
  - At which CEMS academic institution would you like to complete the International Exchange Programme? Why? (approx. 10 lines).
  - Explain your contributions to and expectations of the CEMS Master in International Management (approx. 30 lines).

### To bear in mind

Basic knowledge of Spanish is required for CEMS MIM candidates as they will be required to work on a group project in Spanish in February. CEMS MIM Participants who do not have sufficient knowledge of Spanish should participate in a two-week intensive programme to be conducted before the start of classes (in September).

# Personal Information

## ESADE Code

(to be completed by ESADE)

| | | | | | | |

## Date of Application

<sup>DD</sup> | | | <sup>MM</sup> | | | <sup>YY</sup> | | |

## Personal Details

Last Name

First Name

Gender

ID Card (EU Nationals Only)

Passport No.

Nationality/ies

Place of Birth

Date of Birth <sup>DD</sup> | | | <sup>MM</sup> | | | <sup>YY</sup> | | |

## Father

Name

Academic Degree

Occupation

## Mother

Name

Academic Degree

Occupation

## Mailing Address

Street

City

Postcode

Country

## Permanent Address

Street

City

Postcode

Country

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**Personal**

Phone

Mobile Phone

Fax

E-mail

**Permanent Phone** Please indicate a phone number where you can be reached in the future (yours or your family's)

Name or nick that you would like to have in your ESADE e-mail adress if you are admitted into the programme

**Have you filed an application to any other ESADE programme?**

- No
- Yes. If yes, which one and when?

**Programme applying to**

- Master in International Management
- Master in International Management + CEMS Master in International Management
- Master in Marketing Management
- Master in Marketing Management + CEMS Master in International Management

**Second choice**

- Master in International Management
- Master in International Management + CEMS Master in International Management
- Master in Marketing Management
- Master in Marketing Management + CEMS Master in International Management



# Education

## 1 Institution

Name

City

Country

Degree earned - Code (see list of degree codes) | | |

Official length of course in years

Number of years taken From <sup>MM</sup> | | | <sup>YY</sup> | | | to <sup>MM</sup> | | | <sup>YY</sup> | | |

## 2 Institution

Name

City

Country

Degree earned - Code (see list of degree codes) | | |

Official length of course in years

Number of years taken From <sup>MM</sup> | | | <sup>YY</sup> | | | to <sup>MM</sup> | | | <sup>YY</sup> | | |

## 3 Institution

Name

City

Country

Degree earned - Code (see list of degree codes) | | |

Official length of course in years

Number of years taken From <sup>MM</sup> | | | <sup>YY</sup> | | | to <sup>MM</sup> | | | <sup>YY</sup> | | |

**Please list academic distinctions, honours and awards**

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**If there is any gap in your academic career which you feel is important to clarify in this application (e.g. military service, internships, etc.) please provide details.**

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## Test Scores

Candidates applying to the MSc Programmes in Management may choose to take either the GMAT or ESADE's own Admission Test (in Spanish).

Please indicate which one you are intending to take:

GMAT (ESADE Code: 93M-3K-62)

Date of Test (taken/to be taken)

DD | | | MM | | | YY | | |

ESADE's own Admission Test

Date of Test and location

DD | | | MM | | | YY | | |

In

If you have already taken the GMAT, please provide the results of your highest single test:

Score

Verbal | | | % | |

Total

Quantitative | | | % | |

AWA

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## Languages

Native Language(s):

We accept any of the following English proficiency tests (please mark which one you have already taken/are intending to take):

TOEFL (ESADE Code: 0507)

IELTS

University of Cambridge

TOEIC

ESADE's English Level Test

If you have already taken the test, please provide the results of your highest score:

**1 List the languages in which you have some proficiency:**

Language	Spoken	Reading	Written	Certificates
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E: Excellent G: Good P: Poor N: None

**2 International and cross-cultural experience: list the countries in which you have lived and studied.**

Country (other than your own)	Time spent in the country	Reason
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# Professional Background

## Please list any work experience

### 1 Company

From <sup>MM</sup> | | | <sup>YY</sup> | | |

To <sup>MM</sup> | | | <sup>YY</sup> | | |

Job title

City

Country

Salary (in €)

Part-Time / Full-Time:

### 2 Company

From <sup>MM</sup> | | | <sup>YY</sup> | | |

To <sup>MM</sup> | | | <sup>YY</sup> | | |

Job title

City

Country

Salary (in €)

Part-Time / Full-Time:

## Total work experience completed by the beginning of the Programme

Total Part-Time <sup>YY</sup> | | | <sup>MM</sup> | | |

Total Full-Time <sup>YY</sup> | | | <sup>MM</sup> | | |

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# Essays

- 1 What do you consider your best strongpoint or asset? Describe a situation where you demonstrated this strength or asset. (30 lines)
- 2 If you could pick the one quality that characterises a good leader, which would you choose and why? (30 lines)
- 3 Why do you think ESADE's MSc Programmes in Management are a good fit for you? (30 lines)
- 4 Is there anything you have not mentioned in the essays that you would like the Admissions Committee to know? (10 lines)

# Sources of Information

## How did you learn about ESADE MSc Programmes in Management?

An Education Fair. In which city?

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A guide or publication. Which one?

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An advertisement.  
In which newspaper or magazine?

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An article. In which newspaper or magazine?

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Recommendation from Alumni. Who?

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Recommendation from ESADE Faculty

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Mailing /E-mailing

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An information session. When? Where?

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Recommendation from your University

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ESADE Admissions Office

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Internet. Which web page?

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Other

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## What other business schools did you apply to?

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# Confidential Recommendation

**To the applicant**

Please write your name below and send this form to the person from whom you are asking for a recommendation.

**To the referee**

Thank you for taking the time to write on behalf of this candidate who is applying to the ESADE MSc Programmes in Management.

In this letter of recommendation we would appreciate you expressing your opinion of the candidate, in terms of both personal qualities and managerial potential.

Please answer the questions below and return this letter to the candidate in the envelope with your signature across the sealed flap. You may write the letter in English or in Spanish.

If you wish to do so, you may keep a copy for your files. The candidate should send the sealed letter together with the other application documents required for applying to the MSc Programmes in Management.

Thank you again for your assistance.

Candidate's name

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**1 How long have you known the candidate? In which context?**

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**2 What do you consider to be the candidate's most noteworthy qualities?**

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**3 What are the areas in which you believe the candidate needs to improve?**

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**4 Please comment on the candidate's potential for management.**

**Describe an occasion in which you observed the candidate in a leadership role.**

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**Please give us your opinion in terms of the following criteria**

	Exceptional	Good	Average	Poor	Unobserved
Leadership potential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisational skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teamwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maturity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Additional Comments**

Please add information on the ratings you have assigned and make any additional comments about the applicant's motivation, ability, leadership potential or any personal qualities you would like the Admissions Committee to take into account.

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Referee's name

Company

Position

Business or home address

Business or home telephone number

E-mail address

Signature

Date

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# Confidential Recommendation

**To the applicant**

Please write your name below and send this form to the person from whom you are asking for a recommendation.

**To the referee**

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Candidate's name

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**2 What do you consider to be the candidate's most noteworthy qualities?**

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Leadership potential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisational skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teamwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maturity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Additional Comments**

Please add information on the ratings you have assigned and make any additional comments about the applicant's motivation, ability, leadership potential or any personal qualities you would like the Admissions Committee to take into account.

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Referee's name

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Company

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Position

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Business or home address

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Business or home telephone number

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E-mail address

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Signature

Date

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## Degree Codes

1 Architecture	40 Translating and Interpreting
2 Bachelor of Arts	41 Mathematics
3 Bachelor of Sciences	42 Medicine
4 Fine Art	43 Seamanship (Merchant Navy)
5 Librarianship and Documentation	44 Dentistry
6 Biology	45 Ophthalmology
7 Food Science and Technology	46 Chiropody
8 Economics and Business Studies	47 Teacher Training (Primary School)
9 Media Studies	48 Psychology
10 Ocean Studies	49 Chemistry
11 Political Science and Sociology	50 Theology
12 Law	51 Social Work. Welfare Work
13 Dietetics and Human Nutrition	52 Veterinary Science
14 Physical Education	53 Audiovisual Communication
15 Nursing	54 Economics
16 Oenology	55 Other Engineering
17 Statistics	56 Other Social Sciences
18 Pharmacy	57 Other Humanities
19 Philology	58 Other Sciences
20 Philosophy and Education	59 Sociology
21 Physics	60 Advertising and Public Relations
22 Physiotherapy	61 Pedagogy
23 History and Geography	64 Humanities
24 Geology	65 History of Art
25 Social Work	66 Industrial Design Engineering
26 Computing	67 Business Management
27 Aeronautical Engineering	68 Chemical Engineering
28 Agricultural Engineering	69 Geography
29 Civil Engineering	70 Philosophy
30 Electromechanics (ICA)	71 History
31 Forestry Engineering	80 Military Studies
32 Geological Engineering	81 Diploma in Music
33 Industrial Engineering	84 Graphic Design
34 Mining Engineering	5A Other diploma course
35 Mountain Engineering	5B Technical Engineering
36 Naval Engineering	5C Business Studies
37 Knitted Fabric Engineering	5D Tourism
38 Telecommunications Engineering	
39 Topographical Engineering	

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# Checklist

- Completed Application Form
- Official transcripts of grades and degrees (certified true copies or the originals and photocopies)
- Photocopy of your GMAT score (application is complete when ESADE receives the score from ETS)
- Photocopy of your english language proficiency text score (application is complete when ESADE receives the score)
- Letters of Recommendation
- Essays
- Curriculum Vitae
- Four recent photographs with your name on the back
- Photocopy of your ID card or passport
- Proof of payment of the application fee
- Your signature certifying the accuracy of the information included in the Application Form

I hereby declare that all the information I have given in this application is complete and correct. I am the sole author of the essays I attach. ESADE is authorised to verify my credentials. I understand that this application and the documents enclosed become the property of ESADE and will not be returned to me.

Signature

Date

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**Admissions Office**

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08034 Barcelona. Spain  
Phone: +34 932 802 995  
Fax: +34 934 952 077  
mscmanagement@esade.edu

[www.esade.edu/mastermanagement](http://www.esade.edu/mastermanagement)  
[www.esade.edu/admissions](http://www.esade.edu/admissions)