

Guidelines for Personal Essay

Essays help us learn about who you are rather than solely what you have done. Other parts of the application give insight to your academic and professional accomplishments; the essays reveal the person behind those achievements. We hope to gain an understanding of your goals, values, and motivation through these essays. There are no right answers and we encourage you to answer each question thoughtfully and honestly.

ESSAY QUESTIONS

1. What are your reasons for applying for Tsukuba MBA-IB?
2. What do you think as the most significant work accomplishment of your career?
3. Describe in detail your plan for the Business Project (*see the next page) and discuss how you intend to integrate the Project with your broader educational and career goals.

LENGTH

Essay 1: Maximum one (1) page; including any figures, table and references

Essay 2: Maximum one (1) page; including any figures, table and references

Essay 3: Maximum three (3) pages; including any figures, table and references

FORMATTING

- Double-spaced, 12-point font, Times New Roman
- The left (binding) margin should be at least 20mm, with the other margins at least 15mm
- Number all pages
- Must be Single-sided typed on A4 paper
- Put your name and number of the Essay Question in the upper right corner of each page
- DO NOT staple pages together when submitting
- Each essay should begin on a separate page.
- Essay 3 must begin with the following:
 1. The full title of your Business Project
 2. The type of your Business Project (RR, ICP, BPD, OI/JI)
 3. Your name
 4. Keyword(s) for your Business Project

The content of your Essay 3 should immediately follow. There's no need for a separate cover page.

- If you have chosen RR/ICP/BPD: The above information must be immediately followed by your plan for the Business Project. A good plan should include the following information: background, objectives (motivation), methods (if any) and execution (if possible). It should demonstrate that you are familiar with your topic and related research.
- If you have chosen OI/JI: The 4 items above should be followed by an essay demonstrating:
 1. Reasons why you have chosen the specific company/organization to do your internship
 2. What you would like to do as an intern
 3. By doing an internship, how do you envisage that your skills or competencies improve?

Business Project

In keeping with the mission of the MBA-IB program to develop high-potential professionals, the Business Project is the capstone of the program. Because of this, it is important that we know your plan for the Business Project in advance of the admission process.

The Business Project is conducted in the student's final two terms and is designed to integrate knowledge gained through lectures and seminars. The objective of the Business Project is to learn practical business competencies, such as problem-solving and organizational management in actual business settings. Please note that when/if you are admitted to the MBA-IB program, it is possible to change your plan for the Business Project.

1. Research Report (RR)

In the RR, students are expected to write an academic dissertation equivalent to that of a master thesis. Students will need to review literature, establish a research question or analytical framework, and collect and analyze public and original (questionnaires, interviews, simulation, etc.) data and information. The form of the dissertation must follow the form used in the relevant academic field.

2. In-Company Project (ICP)

The ICP is a project carried out at the student's workplace generally involving some aspect of research, development or planning helpful to the student's employer. It represents an opportunity to apply classroom knowledge acquired in the MBA-IB program to real world business situation. Students are expected to develop a new model and/or make and implement new plans for their employers.

3. Business Plan Development (BPD)

The BPD is a unique entrepreneurial experience of creating a start-up business plan. The student will have to cover a wide range of issues regarding the key business areas of finance, accounting, marketing and management. The focus of this experience is to select a concept and create a complete and persuasive business plan that, among other things, will effectively accomplish the goal of acquiring financing.

4. Overseas Internship (OI)

Students will experience business in a foreign country or global business by interning with a foreign company or a subsidiary of a multinational company (including Japanese company) located overseas. Students are requested to include in the final report behavior observation of the type of business, and analysis of business tasks undertaken during the internship.

5. Japan Internship (JI)

Through internship either in a foreign company or a Japanese company in Japan, students will experience practical training and behavior observation in a new sector or type of business. Students are requested to include in the final report behavior observation of the type of business, and analysis of business tasks undertaken during the internship.