



UNIVERSITY OF TORONTO, ROTMAN SCHOOL APPLICATION ESSAY TIPS

1. *At this point in your career, why have you decided to pursue your MBA at Rotman and where do you envision your career going post-MBA?*

We want to know: This is a question with several parts so please make sure you answer each one. In your answer, we are looking for you to identify your reasons for wanting to pursue an MBA and at the same time to tell us a little bit about what you have done in your career thus far. You can do this by giving us a brief run down on the things you have been involved in. Where have you worked and in what capacity? Have you been a part of any special projects? Have you won any awards? Have you travelled or done volunteer work? How do these things play into your desire to get an MBA? Why have you decided to do this now? What do you expect to do after your MBA? What industry do you see yourself working in? Are there any special reasons you have applied to Rotman? This part is easy to answer and it is important that you do your research. Don't just cut and paste from our website and don't give us answers that you think we want to hear. Be honest because this will help you stand apart from the rest of the pack, which always makes a better essay.

2. *The Rotman School of Management is uniquely located in downtown Toronto, the heart of Canada's business and financial centre. Toronto is the world's most multicultural city, and is the fourth largest city in North America. How do you plan to maximize the opportunities available to you by studying in Toronto?*

We want to know: What do you know about Toronto and why is the city's location important to you? Are you considering Rotman's unique location in your MBA decision (you should be!)? Please tell us about some of the things you look forward to doing in our city and about what opportunities you hope to be exposed to here. Why is Toronto an attractive location for you to study, live, work and maybe even relocate? Get as personal as you want in this question because this is one for which we are hoping to see many different answers!

3. *Video essays:*

Last year, Rotman introduced a new video essay component as a pilot project in our admissions process. It was a hit and we brought the video essays back! You will be asked two questions. Both questions are designed to be answered without any advanced preparation and will allow us to get to know you, your personality, interests, passions, and talents much better than we could in a written essay. Be yourself and have fun with this question!

Optional essay:

Is there anything that you think the Admissions Committee should know which you feel has not been covered by the rest of the application? If you believe your credentials and essays represent you fairly, do not feel obligated to answer this question. If you choose to submit this optional essay please do not use it as an opportunity to make excuses for low grades or a low GMAT score. Instead, explain why you may have struggled in school or why your GMAT is low. If you have a significant work gap in your professional experience this is a good place to address this.