Bethel University
MASTER OF BUSINESS ADMINISTRATION

Graduate Essay Requirements

Applicants are required to submit a 500-word essay for admission into the graduate program. This file component allows each applicant an opportunity to fully express their sentiments regarding the pursuit of their degree with Bethel University and demonstrate their ability to perform in a writing-intensive, graduate-level online environment.

ESSAY GUIDELINES AND REQUIREMENTS:

1. Must fully address "Why I Would Like to Obtain a Graduate Degree and How I Plan to Utilize My Degree upon Completion of the Program"

2. Must be free of punctuation, grammatical, and spelling errors

3. Must meet the 500-word requirement minimum, with an 800-word maximum

4. Must address reason(s) for academic history if undergraduate (graduate, if applicable) GPA is lower than 3.0

5. Must include proper APA citation and reference for all information obtained from a source.
   (The academic review committee will check for plagiarism.)

POINTS TO COVER:

Personal and professional goals
Discuss your personal and professional experience. Discuss your goals and your business philosophies.

Academic experience
Explain your academic experience and any previous learning relevant to obtaining your graduate degree.

Work and other experience
Discuss your work experience and what you have gained or what goals you want to obtain.

Personal qualities
Discuss your work ethic.

Why Bethel and what you plan to do with your graduate degree
Discuss your future goals after obtaining a graduate degree from Bethel.

ESSAY TIPS:

Your application essay may be the most important piece of writing you will create during this writing-based program. As you begin to construct your essay, please keep the following tips in mind:

- Remember that you are writing your essay for an Academic Review Committee. Personal stories are fine – if they support or explain your goal of obtaining a graduate degree.

- Avoid abbreviations, clichés, contractions, slang, and "text-talk.

- Proper grammar, spelling and syntax make a difference. Be sure to write your essay in a Word document, checking carefully for anything underlined. You may also want to pass your work through paperrater.com, (http://www.paperrater.com/) a free service designed to assist students with their written work.

- Remember: One paragraph does not make an essay. Break your work down into manageable paragraphs of three to eight sentences each, to allow you to group your thoughts more concisely.

- Your essay is a means for you to provide the Academic Review Committee with a more complete picture of you as a candidate. Use this opportunity to explain any discrepancies that may appear in your academic transcript or resume. You may also want to elaborate upon how your professional experience has prepared you for the program and given you the necessary skills to succeed.

- Read your work aloud. Sentence-fragments, run-on sentences and grammatical errors are usually easier to hear than they are to see.

- Finally, conduct a word count to ensure that your essay meets the 500 word requirement.