



The Business School  
for the World®

# INSEAD Degree Programmes

Application Process

Step by Step Guide

2019-2020



# INSEAD Degree Programmes

## Application Process – Step by Step Guide

### 1. Access the application form of your choice

Application forms are available through:

- MBA: <https://www.insead.edu/master-programmes/mba/apply>
- MIM: <https://www.insead.edu/master-programmes/mim/apply>
- GEMBA: <https://www.insead.edu/master-programmes/gemba/apply>
- TIEMBA: <https://www.insead.edu/master-programmes/tiemba/apply>
- EMFIN: <https://www.insead.edu/master-programmes/executive-master-in-finance/apply>
- EMC: <https://www.insead.edu/master-programmes/emc/apply>

For an optimum experience we recommend that you use Mozilla Firefox, Safari or Internet Explorer 10 and above.

### 2. Register

Our application forms are online. You need to connect to the internet to access them and to save the pages.

#### Step 1 of 3 - Prerequisites

Please provide your first name and last name and click the NEXT button at the bottom right in order to proceed to the next step.

First Name

Last Name

Tick this box if you don't have a last name

To register, enter your First Name and Last Name (if you do not have a Last Name, please use the tick box, although for admissions purposes it is preferable to enter a Last Name if possible). Please note that this will be the name transferred to your application form.

#### Step 2 of 3 - Username

Please select your preferred username in the list below and click the NEXT button in order to proceed to the next step.

- johndoe.46
- johndoe.20
- johndoe.61
- johndoe.33
- johndoe.57
- johndoe.86

Select a Username – we will send this and your password to you via email. Remember to save them, as you will need them to access the system again.

We recommend that you register with an email address that will be your **preferred address** to receive all future INSEAD communications.



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You will not be able to edit this email address once you have registered with it but you can add another email address in your profile section, within the application form.

We encourage you to check your email account settings to add INSEAD to your list of **safe senders** (white list for Gmail accounts or junk box settings) to ensure you receive our automatically generated messages.

### Step 3 of 3

#### Confirm Account Creation

To activate the Sign Up button, please scroll down to read the **entire** INSEAD Privacy Policy.

On the “Confirm Account Creation” page, you will need to read the Policy, scroll down and click on the Sign Up button.

### 3. Dashboard and Photograph

#### > Dashboard

- Upload Photo
- Change Password
- Sign Out

You have successfully registered and are now on the Dashboard page of the Application Online tool. You can upload a picture of yourself and edit your password.

On this page, you can also set your alerts (automatic reminders to complete your application before the application deadline).

You can now start completing an application form. Click on ‘Degree Programmes’, then on the programme to which you wish to apply.

#### Programmes

- Degree Programmes PhD Programmes
- Executive Degree Programmes

You can come back to this page at a later stage to retrieve the PDF version of your application form or see if your referees have submitted their recommendation forms.



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### 4. Profile pages

“Profile” information pages are hard facts, similar to a detailed resume. You can save a PDF copy of these

pages at any time by clicking on the printer icon on the top of your screen.



Note that not all fields are mandatory, so if a field does not apply to you, leave it blank. The mandatory fields appear in light pink colour and are marked with an asterisk \*.

Unfortunately, the form does not support decimal points or test score results in letters. Consequently, if you have taken the IELTS or Cambridge Proficiency test, please attach a copy of your official score report in the supporting documents section.

### 5. Letters of recommendation

One or two professional INSEAD-format recommendations in English are required, depending on which programme you have chosen. They should provide information about your leadership and management potential.

Ideally, recommendations should come from your workplace; your current supervisor or manager is usually a good choice. Alternatively, it can be from someone who has had a chance to evaluate you in a professional setting, for example, a client, a former supervisor or a colleague from your community service or extracurricular activities. Academic recommendations are acceptable but they are less likely to address our main interest, which is to assess your ability to work with and manage others as well as your potential for senior management.

If you feel that an additional recommendation letter will add value to your profile, you may choose to either upload your optional letter in the section called Supporting Documents or send it via email to the address related to your choice of programme: [mba.candidates@insead.edu](mailto:mba.candidates@insead.edu); [mim.candidates@insead.edu](mailto:mim.candidates@insead.edu); [emba.candidates@insead.edu](mailto:emba.candidates@insead.edu); [emc.candidates@insead.edu](mailto:emc.candidates@insead.edu); [mfin.candidates@insead.edu](mailto:mfin.candidates@insead.edu). There is no imposed format for this additional recommendation letter and you do not need to generate an extra link for it.



#### **Important information regarding the recommendation letters:**

- We encourage you to enter your referees’ credentials as early as possible to allow them time to prepare the content of the references. After having entered their credentials, please click on the button:

**[Update the list and send my recommendation requests.](#)**

which will trigger an email to them containing the link to complete the INSEAD recommendation form. This can be done in parallel to you completing your application.

- It is important to note that your referees **can submit their letters of recommendation to us at any point of time and up until 48 hours after the application deadline, you are aiming for.**



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For applicants for the MBA Programme: to be included in a specific Round, we strongly encourage you to submit your application ahead of the deadline so that your referees can meet the application deadline as well.

- Once you have submitted your application, the Admissions Team will confirm receipt of your application within 2 business days. If you see on your dashboard that your referees have not yet submitted their letters you can remind them.
- Once you have entered your referees' credentials within the application form, you can monitor the status of your recommendations at any time and you can also resend the recommendation links to your referees, via your dashboard.



- If you trigger sending the recommendation letters through the application for a specific intake and decide to apply for the next intake using a different application form, please note that you will need to re-enter the details of your referees, as this is a mandatory part of the application form. However, rest assured that your referees would not need to resubmit their form if already completed and they can ignore the reminders. **Please inform the Admissions Team of this, so they know from where to retrieve them.**
- It is advisable for your referees to save a copy of their form on their computer before submitting it.

## 6. Essays

**MBA, MIM and EMBA Essays:** There are several essays embedded in the application form. **Each essay has a maximum word limit**, which is stated under each essay box. Respecting this word limit is an important exercise to see how you express your ideas in a concise way, and **you will not be able to submit your application if you exceed the word limit.**

**MBA Job Questions:** The job questions are not essays. Hence, the number of words is not so important. People need to be comfortable writing 3 lines or 20. Some applicants work for companies that are well known and only 3 lines are sufficient to describe them; others work for small companies where it is helpful to give the full picture.

**EMC and EMFin Essays:** All essays have an approximate word limit that we advise you to follow.



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### 7. Supporting documents

You can upload scanned copies of your supporting documents (1MB max. per document and in PDF format only). At this stage, we do not require any documents to be sent to us by post. If admitted to one of our Programmes, you will need to send your original transcripts and degree certificate to the Admissions Office by post.

We also recommend that you upload all copies of GMAT or GRE tests and any other test results even if you have already ordered the official scores to be sent to us.

For MBA applicants, your Curriculum Vitae can either be in your own format or the format of the official INSEAD CV e-book, which you can find under our Supporting Documents section: <https://www.insead.edu/master-programmes/mba/admissions#application-checklist>.

### 8. Ready to submit?

Have you **double-checked your personal data, professional information, referees' email addresses, supporting documents and essays**? Are you all set and ready to submit? If so, you can now click on the **“Submit Application”** button on right side of the screen.

### 9. Application fee payment

After submitting your application, your internet browser will automatically direct you to the application fee payment platform. This is a Secure Socket Layer under the authority of Sogenactif:





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Please enter your credit card details and proceed with the transaction. To complete the transaction, it is crucial that you please click the “SUBMIT” button:

SOCIETE GENERALE

**INSEAD**  
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Merchant identifier	014213245611111
Order Reference	831192
Order Total	<b>250,00 €</b>

The symbols show that your payment is secure. You can now safely fill in the request form below:

Card Number:

Expires end:

You may fill in your Card Security Code, which is the last block of three digits that can be found at the back of your creditcard.

Card security code

[Information about card security code](#)

**SUBMIT**

To pay the application fees for the Executive Master in Finance, the payment system is supported by WorldPay and enables you to select a currency:

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### Online Payment System

#### Secure Payment Page

Please review your purchase details, then select a payment method to continue.

Select language

Choose currency

**INSEAD**

Description **master-in-finance-september-2016-00256309**

Amount **S\$250.00**

Select your payment method

MasterCard Visa Amex MasterPass

payments powered by For help with your payment visit the: [WorldPay Help](#)

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*Please note that the systems do not support Diners cards.*



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### 10. Congratulations!

#### You have successfully submitted your INSEAD Application

When the status of your application appears as “submitted” on the Dashboard page of the Application Online tool, your application has successfully been submitted to INSEAD! Our Admissions Department will now “post” your application into our Admissions database. It will be checked for completion and we will contact you via email **within one week of your submission** to inform you if further information/documents are required. We encourage you to check your email account settings to add INSEAD to your list of **safe senders** (white list for Gmail accounts or junk box settings) to ensure you receive our automatically generated messages.

For the MBA Programme, you may also check the deadlines (<https://www.insead.edu/master-programmes/mba/admissions#dates>) on our website to know when you should expect to hear back from us regarding whether you have been selected for the next step in the admissions process.

### 11. INSEAD MBA and MIM Video interviews

Shortly after submitting your INSEAD MBA online application, you will receive an email notification from Kira Talent with a unique link to complete 4 video interviews. Your link will be also available on your Dashboard within the application system.

The video is a unique opportunity for you to share your passions, your motivations and who you truly are. The Admissions Committee is interested in obtaining an authentic view of you as a person, to see how you think on your feet and how you convey your ideas.

We will consider your application as complete and ready to be reviewed only once we have received your answers to the video interviews. The latest date by which you can record the video is **48 hours after the application deadline** for which you are applying. We strongly recommend however that you complete this step before the final date to allow yourself some time to prepare for this exercise.

Here is some advice:

- For optimal user experience, we recommend that you use Microsoft Edge or Chrome to record your Kira videos;
- Get ready by practising. You can practise as much as you want. Practising will enable you to convey authentic and genuine answers. Practice questions are not shared with the Admissions Committee;
- Test your camera, your microphone, then forget the technology and look at the camera as if you were talking to the Admissions Committee;
- Wear business or business casual attire, but the Admissions Committee will not judge your look or your background;
- Prepare a notebook next to you to write down your ideas - you will have 45 seconds to prepare each answer and 60 seconds to share each answer with the Admissions Committee.



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### 12. Having technical difficulties?

If you encounter technical difficulties while filling in the online application form, such as problems uploading a file or receiving error messages, or you do not receive the automated video link email after submitting your online application form, please contact our IT Support Team directly: [5555-ITservicedesk@insead.edu](mailto:5555-ITservicedesk@insead.edu).

If you encounter technical difficulties with the video (practice questions, device set up, etc.), please contact Kira Talent directly: <https://www.kiratalent.com/support/>. You will be able to email, phone or chat with the Kira technicians.

### 13. Keep in mind the deadlines

If the application form for the programme you want is not yet available, you may start completing the currently available form for the Master Programme you want to study; any information you enter for all common fields can be transferred to another form for a later intake or another programme.

For the MBA Programme only, if you start completing the application form for your chosen intake, but you choose not to submit for the upcoming deadline, rest assured that all saved information will be stored for the next round. Please note however that the form will close by midnight (23:59 French time) on the night of the deadline. If you have not submitted your application before this hour, you will be able to recover the information entered once we re-open the form the following week. You will then be included in the next round of applications.

If you miss the last round deadline for a specific intake, the application form will be different for the next intake and you will need to upload the new application form and complete any new information.

**We look forward to receiving your application. Best of luck!**

***The INSEAD Degree Programmes Admissions Team***