



The Business School
for the World®

INSEAD Degree Programmes

Application Process

Step-by-Step Guide

2020-2021



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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.

Registration

Please provide exclusively the candidate's required information below and click the Sign Up button

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Email"/>	<input type="text" value="Date of Birth"/>
<input type="text" value="Gender"/>	<input type="text" value="Nationality"/>

Please note that this information will be transferred to your application form.

You will need to read the INSEAD Privacy Notice, then scroll down to activate and click on the Sign Up button.

Sign Up



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Once you have registered, you can access your Dashboard. An email will also be sent to you with a temporary link to choose your password. Remember to save it, as you will need it to access the system again.

Registration Confirmation

Dear Jane Doe,

Congratulations! You have successfully created your credentials on our online application platform. You can now choose your programme via your personalised dashboard.

To access your dashboard, please click [here](#). We have also sent an email to jane.doe@test.com, with a link to create your password. This link is valid for 24 hours. If you don't create your password within this timeframe, access to your dashboard will be cancelled.



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

3. Dashboard

Jane Doe
jane.doe@test.com

Upload Profile Photo Edit Email Edit Password

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

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

Programmes

Degree Programmes

Apply Now

You can now start completing an application form. Click on 'Degree Programmes', then on 'Apply Now' next to the programme to which you wish to apply. 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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At INSEAD, we are very proud of being able to offer candidates a variety of degree programmes; whether it's the General Management full-time pre-experience MIM, or the post-experience full-time MBA and part-time EMBA, or the more specific EMFin or EMC Programmes. With such a selection to choose from, it is important that you research well and seek the advice you need to help you decide which programme best suits your current needs and future career plans. Please understand that a candidate can only apply to one programme at a time, as we cannot evaluate your profile for several programmes simultaneously. Rest assured that our Admissions team members all work closely together, collaborating between the programmes. So at the end of your file evaluation, if the committee feels you would be more suited to another programme, we would inform you of this and encourage you in that direction.

4. Profile pages

"Profile" information pages are 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.



Please note that not all fields are mandatory, so if a field does not apply to you, leave it blank. The mandatory fields appear in a light green colour and are marked with an asterisk (*). See example below:

Campus *

5. Letters of recommendation

Two INSEAD-format recommendations in English are required. 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; mim.candidates@insead.edu; emba.candidates@insead.edu; emc.candidates@insead.edu; emfin.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.



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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 this button:

[Email my chosen referees with their recommendation form links.](#)

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.**

For applicants for the MBA and MIM Programmes: 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 a few days.
- Once you have entered your referees' credentials within the application form, you can already monitor the status of your recommendations at any time and you can also resend the recommendation links to your referees, via your Dashboard. You can also save your incomplete application form and go back to it at any time from the Dashboard.

My Applications

Click on your application below to continue



MBA September 2021 Intake (Class of July 2022)

Wizard Oz's letter pending [resend recommendation request](#)

Winnie Pooh's letter pending [resend recommendation request](#)

- 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 which previous application form to retrieve them.**
- It is advisable for your referees to save a copy of their form on their computer before submitting it.



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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 Essays: While you are not obliged to adhere precisely to the indicated word count, we ask for a certain number of words as a guideline to synthesize the thoughts, which emerge in order to build a useful self-reflective process for yourself. This is a valuable part of the learning journey and it is an opportunity to not only convey your ability to self-reflect, but also your motivation to join the programme.

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

7. Supporting documents

Here you can upload scanned copies of your university studies - proof of degree received and grades achieved (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, or an official soft copy sent directly by your university by email.

We also recommend that you upload all copies of GMAT or GRE tests and English test results (if applicable) even if you have already ordered the official scores to be sent to us. This will enable the admissions team to start processing your file more quickly.

For MBA and MIM 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 MBA *Supporting Documentation* 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"** button on right side of the screen.

9. Application fee payment

After submitting your application, your internet browser will automatically direct you to the secure application fee payment platform.



Please note that the system does 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. A member of our Admissions Team will “post” your application into our Admissions database and you will receive your first email from your assigned Admissions Officer, who will accompany you throughout your admissions journey. Your application content will be checked for completion and we will contact you via email if further information or 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 and MIM Programmes, you may check the deadlines (<https://www.insead.edu/master-programmes/mba/admissions#dates> and <https://www.insead.edu/master-programmes/mim/admissions>) on our website to know when you should expect to hear back from us.

11. INSEAD MBA, MIM and EMFin Video questions

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

The videos are 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 questions. We therefore strongly recommend that you complete this step as soon as possible after submitting your online application.

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.

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 will be transferred automatically to another form for a later intake or another programme when you open it.

For the MBA and MIM Programmes, the application form will close at midnight (23:59 French time) on the day of the deadline. 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 and 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 open 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