

Master of Arts in Strategy and International Management (SIM)

SIM Essay Question and Guidelines – September 2024 Intake

As an applicant to the Master in Strategy and International Management (SIM) programme you are required to write and submit an original essay as part of your application documents.

Through the SIM essay, you are asked to reflect critically upon a relevant question. You are encouraged to express your own view on the question's topic in a structured manner, whilst remaining true to your personal style. The strength of the argumentation, evidence of critical and creative thinking, communication skills and a structured reasoning should prevail over the use of literature or content research.

1. Question

The essay question for the 2024 intake is:

Please pick one concrete experience along your life journey (as per the milestones shown on your CV) that you were able to learn from and build upon. Which insights did you gain through that experience and how will the generated insights benefit you as a future leader?

2. Format Guidelines

- Language: English;
- Length: Between 600-800 words (approx. 1 to 1 ½ A4 pages), excluding cover page and bibliography;
- Style: Font, spacing and general formatting are left to the candidate's consideration; all pages must be numbered;
- Cover page (mandatory): A separate cover page with full name, address, phone number and email address is required;
- File format: Word or PDF only.

3. Plagiarism

Any information that is not considered common knowledge in a particular subject, and that does not constitute your own opinion, must be duly referenced in order to avoid plagiarism concerns. Any literal or approximate reproduction of a text, use of artificial intelligence or third-party data, use of other people's ideas or any similar procedures, without indication of its origin or source of authorship, are considered instances of plagiarism.

For the purpose of this essay, any internationally recognised referencing convention is accepted (e.g. APA, MLA, Chicago, etc.). When needed, bibliography can be added either as a footnote or at the end of the document.

All SIM essays will be systematically checked through a dedicated software for possible sources of plagiarism. Any form of plagiarism detected and verified will lead to a rejection of the application.

4. Declaration of Authorship

By submitting your essay as part of the SIM application, you automatically agree with the following:

- You have written this work on your own without other people's help (copy-editing, translation, etc.) and without the use of any aids other than those indicated;
- You have mentioned all the sources used and quoted them correctly in accordance with an internationally recognised referencing convention;
- Your work may be scanned in and electronically checked for plagiarism.



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