

Personal statement

A personal statement is required of each applicant. It must be typed, no longer than one single-sided page, include your name, and in size 12 font.

The applicant's answers to the following questions should be included:

1. Why did you choose to pursue studies in business?
2. What are your perceptions of the business-related professions?
3. What are your personal strengths and weaknesses and how do these relate to your ability to be successful in the BAS in applied business management program? Be specific.
4. What added value do you offer in relationship to cultural diversity (bilingual, etc.)?
5. Incorporate information about your SmarterMeasure scores, including how the results reflect on your preparedness for online learning.

The following overall criteria will also be evaluated in the personal statement:

1. Ability to follow directions.
2. Ability to organize thoughts.
3. Ability to express yourself in writing.