



CiAM

INNOVATE. INSPIRE. ACHIEVE.

Statement of Purpose Guidelines:

A 300-500-word statement of purpose describing and explaining the applicant's unique experiences, interest in CiAM's MBA program and how they feel their own vision and goals fit with CiAM's mission, vision, values statements, and the cultural statement shown below.

(format: double spaced, 12-point Times New Roman font, PDF/Word format).

Additional Guidelines to the applicant :

Each candidate's statement of purpose is unique and, as such, there is no fixed content. However, in general terms, the statement of purpose is designed for CiAM Admissions to get to know you and to confirm that you are a good fit for the program and vice versa. (i.e. that you understand the program and that its curriculum is a good match for your goals). As such, use your statement of purpose as an opportunity not only to demonstrate your ability to create a well-written, viable, and cohesive narrative, but also to show us how you have succeeded and/ or managed to overcome challenges in your life and to "connect the dots" between the program and your goals by explaining in detail HOW you believe that the program can help you to reach those goals.

To that end, please be sure that your statement of purpose helps CiAM Admissions to understand your motivation in applying to the program, i.e. what you hope to achieve therefrom. Examples might include some depth related to: academic growth, personal growth, professional development, skill enhancement, community service, leadership, etc.

Additionally—and perhaps most importantly—the statement of purpose should clearly, and in some detail, explain HOW you believe that the program's content will aid in your goals, and how you feel this will help you contribute to the community. Examples might include: expanding on existing skills/knowledge, developing new skills/knowledge, contextualizing existing experience with new modes of thinking, broadening scope, etc. This type of statement can only be crafted in relation to the program's current content, and so please take time to review the "Course Descriptions" section of the program's "Curriculum" page on the website and ensure that your answers directly relate to the courses and their content.

One of the ways to test that your statement of purpose contains the minimum requisite elements is to ask yourself: Does it answer all of the following questions (directly below)? And, does it do so with a solid level of articulation, depth, and quality?

- How will the program help you to achieve your educational goals?
- How will the program help you to achieve your career goals?
- How will the program's curriculum help to achieve these goals?
- How will the program help you in your goals to contribute to the community?
- What do you hope to gain from the MBA program?

Please review CiAM's Vision, Mission and Objectives Core Values, and Cultural Statement, attached for your reference, to write a personal statement on how you embody these values currently, in the program at CiAM, and in your future.



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Drucker believed that leaders in management could “advance the basic beliefs of our society, to contribute to its stability, strength, and harmony”.

In this spirit, CIAM envisions to empower, through hands-on experience, every leader to make a difference in their life and communities worldwide.

Vision

A world where our Graduates promote the public good and serve humanity.

Mission

Building upon the philosophy of Peter F. Drucker, through classroom and online learning, we produce successful, responsible, globally oriented leaders who are rooted in practice.

Mission Objectives

- To offer educational programs that are accessible.
- To provide our students with real-world, hands-on experience.
- To advocate Management as a Liberal Art (MLA) to instill a sense of social responsibility in our students.

Core Values

- Human Dignity
- Integrity
- Innovation
- Diversity, Equity & Inclusion
- Citizenship
- Empowerment

CULTURE STATEMENT

We at CiAM, are a team that embraces a teaching and learning culture that...
...adapts to change and turns challenges into opportunities.
...pursues excellence through continuous learning and self-development.
...thrives by our autonomous efforts and succeeds through our collaborative endeavors.
...believes that management facilitates diversity to serve the common good.
...advocates real-world experience that leads to real results.
...works with our strengths, opportunities, and resources.
...empowers leaders to create social impact.
...takes great talent and unconditional support and respect to foster innovation and positivity.
...engages in honest constructive communication that creates an open dynamic environment for new ideas.
...is accountable to our students and all stakeholders. We respond effectively to meet our mission and objectives.
...determined, dedicated, and driven.

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