



COLLEGE OF BUSINESS & ECONOMICS
Master of Business Administration
Graduate Programs and Certificates

Presented below for your analysis and recommendation is a real-world scenario. Your essay should be well thought-out, written clearly and concisely, and **between 500 and 750 words in length**. Be sure to respond comprehensively to all of the questions associated with this scenario. You will be evaluated on your critical thinking and depth of analysis; clarity of expression (including English composition skills), and ability to follow instructions.

1. Place your name (first, middle initial and last) in the header at the top left of the page.
2. The University will evaluate your essay for content (critical thinking, depth of analysis, and organization of ideas) and writing skill (English grammar and usage, clarity of paragraph and sentence structure).
3. Structure your essay in accordance with American Psychological Association (APA) format as follows:
 - a. Typed, space and ½, on standard-sized paper (8.5" x 11") with 1-inch margins on all sides using 12 pt. Times New Roman font.
 - b. Correct grammar, which includes proper sentence structure and syntax, correct verb and pronoun agreement, appropriate grammatical number and person, and consistent number and person.
 - c. Correct punctuation, which includes the proper use of commas, colons, semi-colons, apostrophes, italics, and quotes.
 - d. Responses to questions should be clearly numbered, separated and consistent in the use of person (third person or first, plural or singular) where appropriate.
 - e. Avoid making general statements or giving personal opinions unless you provide research-based information to support and explain your point.
 - f. Include no more than two quotations from sources you cited.
 - g. Reference and cite information provided from sources that indicate conclusions (facts, data) based on research. Provide at least two as part of your essay submittal.

Essay Scenario

A large multinational manufacturing company is launching a new product line in several countries. You are heading up a team of individuals from various departments including sales, marketing, finance and operations and have set up a series of training sessions for company personnel in various countries in advance of the product roll out.

Your team is on a very tight schedule as you travel to several major cities and countries around the world. The roll out plan established by corporate is very ambitious. Recognizing this, you have set into motion a series of actions to ship sample products and essential training materials to various locations in advance of your team's arrival.

Three days before training was scheduled to begin in Malaysia, the team's next stop, the in-country manager called to inform you that the sample products and training materials were lost in shipment and never arrived at customs at the Kuala Lumpur International Airport on the scheduled date. She tells you that she is continuing to try to track down the lost shipment, but unless something happens immediately, not having product and training materials will result in a 30 day delay of the product launch causing lost revenue.

As the newly promoted director of overseas operations, you are eager to make a good impression on the person you replaced who was just promoted to vice president of global operations and is your new boss. The company and your new boss are counting on you and your team to meet some very ambitious sales goals and objectives for the new product line. Meeting these goals and objectives is critical if the company is going to achieve its projected annual sales revenues. How you resolve this situation could have a long-term impact on the company and your career.

In your essay make sure you address each of the following items:

1. Identify the ethical, strategic, operational and financial issues in this scenario and list them in priority order from most to least critical.
2. As the director of overseas operations, what options are available to you to resolve this situation? State the risks and consequences associated with each option you identify.
3. Based upon the options you identified above, select the one you would implement and describe fully and succinctly your course of action.
4. Assuming a worst case scenario in which sample product and training materials are not available in time for the product launch, how do you propose to make up for the loss in sales and revenue?

Essay Directions

Regis University requires applicants to write essays as part of their admissions package. The questions you are required to answer are meant to help you distinguish yourself from other applicants.

The Admissions Committee considers it a privilege to read your essay. In evaluating essays, the Committee considers the following:

1. Does the applicant demonstrate college-level written communication skills? Particular attention is given to mechanics (grammar, punctuation and spelling), the logical organization of material, analysis of issues, support of issues and positions and clarity of thought.
2. Does the applicant show an ability to critically think through a decision-making experience?
3. Does the Regis University Master's program appear to meet the goals and expectations of the applicant?
4. Do the applicant's answers to specific program questions indicate that the program is a good fit for the applicant?