

Management Fellows Application Essays:

Please read the prompts below carefully and choose one as the topic for your application essay (600-750 words). The essay is your chance to show us the way you approach issues related to entrepreneurship, business, and economics and the depth of thought you can contribute. You are welcome but not required to consult additional resources as part of your writing process. As always, you should cite outside sources appropriately. We are eager to read about your perspective on corporate social responsibility, entrepreneurship or a social or economic problem and look forward to discussing it with you, if you are selected for an interview. Send your essay as a pdf attachment to mgmtfellows@depauw.edu. Please double space your text, number the pages, and include your name at the top of each page. Save the attachment as your last name, first name_application year (e.g., McDermond, Robert_1927).

Prompt 1:

Corporate Social Responsibility in the Global Food and Drink Industry

Oxfam's "Behind the Brands" scorecard examines the top ten global food and drink companies and assesses their environmental social practices. The rankings are based primarily on public information, such as reports available on the company websites and comments and complaints people post on social networks – known as “shaming and naming.” Between the first and second years of the report, nine of the ten companies improved their scores, including Nestle, Coca-Cola, Pepsi, Mars, and Kellogg's. Nestle, for example, is cited for its focus on climate change and water; Coca-Cola's emphasis is on women's rights. If you were part of a corporate team charged with formulating short- and long-term strategies for responding to Oxfam's scorecard, what would you recommend? How should companies respond to campaigns like Oxfam's that push firms and consumers to consider questions such as transparency, workers' rights, and sustainability in their economic decisions? Why do you think that the responses of companies within the same industry vary so widely?

Prompt 2:

Garages, Entrepreneurialism, Invention, and Innovation

In summer 2014, Cadillac ran a commercial with a garage theme: “The Wright brothers started in a garage. Amazon started in a garage. Hewlett-Packard and Disney both started in garages. Mattel started in a garage. The Ramones started in a garage. My point? You never know what kind of greatness can come out of an American garage.” Though the focus on the U.S. may be a bit narrow, the idea about spare spaces fostering innovation and invention may be true. DePauw's own Angie Hicks can attest to this, as she and her business partner Bill Oesterle co-founded Angie's List in a modestly outfitted garage. Entrepreneur.com details the recent story of Nest Lab founders Tony Fadell and Matt Rogers developing their industry rattling Nest Learning Thermostat in – you guessed it– a Palo Alto, CA garage.

Consider your own entrepreneurial leanings and suppose you have a garage available as Angie Hicks, founder of Angie's List did shortly after she graduated from DePauw. What would you do? What mix of innovation and invention would you attempt? Now that you have your idea, suppose you approach a partner and she is pessimistic, as Tony Fadell initially was when considering Nest Lab. How do you assure her the risk is worth the reward?

Prompt 3:

Social or Economic Problem

Identify a social or economic problem facing the world today. Discuss how the effects of the problem are manifested, what solutions could be offered, and what you believe should be done to mitigate the effects of the problem.

1. Explore the campaign at <http://www.oxfam.org/en/grow/campaigns/behind-brands>.
2. See <http://edition.cnn.com/2014/02/26/business/oxfam-ethical-brands> for a CNN article about the report
3. Watch it here: <http://www.ispot.tv/ad/76nQ/2014-cadillac-cts-sedan-garages>.