

## **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 or a social or economic problem and look forward to discussing it with you, if you are selected for an interview. 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:**

#### **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