

Rotterdam School of Management, Erasmus University
RSM MBA Scholarship Essay Question 2012 (MBA commencing January 2013)
Essay subject

Quote 1: "Vision is not enough. It must be combined with venture. It is not enough to stare up the steps, we must step up the stairs."

Václav Havel
President of Czechoslovakia (1989–92)
President of the Czech Republic (1993–2003)

Quote 2: "Vision without execution is hallucination."

Thomas Edison
American inventor and businessman

Quote 3: "No institution can possibly survive if it needs geniuses or supermen to manage it. It must be organized in such a way as to be able to get along under a leadership composed of average human beings."

Peter Drucker
Writer, management consultant, and self-described "social ecologist"

Quote 4: "A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done."

Ralph Lauren
American fashion designer and business executive

Quote 5: "Men make history and not the other way around. In periods where there is no leadership, society stands still. Progress occurs when courageous, skillful leaders seize the opportunity to change things for the better."

Harry S. Truman
33rd President of the United States (1945–1953).

Your Essay: Please complete an essay (maximum 2000 words) on the following:

Current times show a need for leaders that, on the basis of their own vision, determine the direction companies should go. Discuss. Are personalities such as Steve Jobs and Richard Branson the right leaders for a successful future? What are their key factors for success and can these be learned or are they innate?

Please note that academic referencing is required.¹

Note: Rotterdam School of Management, Erasmus University will evaluate the application for admission to the MBA Programme before deciding on a candidate's application for the scholarship. The admission decision is not influenced by your participation in the scholarship competition.

¹ NB. Erasmus University, as most universities worldwide, will check all electronic submissions in "Safe Assignment" to ensure that the work submitted is the candidates own work and properly referenced.