



TRAINING PROGRAMME:

Admissions Essentials

Designed for MBA admissions professionals with less than two years of experience, Admissions Essentials provides the core skills, industry insights, and practical tools needed to thrive in Graduate Management Education. Gain confidence, sharpen your strategy, and accelerate your career from day one.

FORMAT

Our training is delivered through online, synchronous, cohort-based sessions, ensuring a collaborative and engaging learning experience.

STRUCTURE:

5-week programme, with one module per week.

INTERACTIVE LEARNING:

High participant engagement through discussions, case studies, and practical exercises.

TIME COMMITMENT:

Each module includes 3 hours of live teaching and approximately 2 hours of independent study.

Designed for busy professionals, this format allows you to learn, apply insights in real time, and connect with peers in the industry. Our multi-school cohorts foster dynamic discussions, allowing for valuable idea exchange and diverse perspectives.

By the end of this programme, participants will be able to:

- 1. Understand the MBA Admissions Landscape – Gain a big-picture view of the market, key trends, and the role of rankings in shaping institutional strategy.**
- 2. Evaluate Applications Effectively – Assess academic transcripts, test scores, recommendations, and essays to make informed admissions decisions.**
- 3. Analyse Career Profiles with Confidence – Review CVs, assess work experience, identify red flags, and evaluate career transitions and potential.**
- 4. Build a Strong, Diverse Cohort – Understand the importance of peer-to-peer learning, manage application volume disparities, and make strategic admissions decisions.**
- 5. Maximize Enrollment & Engagement – Deliver a seamless candidate experience and apply effective engagement techniques to convert admits into enrolled students.**

Participants will leave with a solid foundation in MBA admissions, practical decision-making skills, and a clear understanding of how to contribute effectively to their school's goals.

MODULE 1

THE BIG PICTURE

This module provides a high-level understanding of the MBA admissions landscape, equipping you with the knowledge to navigate market dynamics, rankings, and the strategic role of admissions within your institution.

MODULE 2

ASSESSING AN APPLICATION

This module provides a structured approach to evaluating MBA applications, ensuring a fair and holistic review process. You'll learn how to assess academic records, standardised test scores, and qualitative elements to make informed admissions decisions.

MODULE 3

CAREERS FOCUS

A candidate's career history and ambitions are key indicators of their potential success in an MBA programme. This module will equip you with the skills to assess professional backgrounds, career transitions, and future potential effectively.

MODULE 4

BUILDING A COHORT

Creating a dynamic and well-balanced MBA class goes beyond individual applicant assessment. This module explores how to shape a diverse, high-performing cohort that enhances peer-to-peer learning and strengthens the overall programme.

MODULE 5

CONVERSION

Securing admitted students' commitment is just as important as selecting them. This module focuses on strategies to enhance the candidate experience and leverage key stakeholders to maximise conversion.

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'I'm so grateful for the chance to join the Admissions Essentials programme by Empower Admissions Consulting, led by Amy Duckworth.

As a Recruitment and Admissions Coordinator for the Full-Time MBA at Warwick Business School, I found all 5 modules super insightful, and I've already started applying many of the ideas in my role.

The Building a Cohort and Conversion modules stood out the most for me. Diving into different applicant profiles really helped me see the bigger picture, and connecting with professionals from other business schools was such a great way to exchange ideas. Plus, the breakout rooms were incredibly useful for deep discussions and practical takeaways!

Highly recommend this course to anyone in admissions, especially if you're just starting out on your journey!

Sofia Rozhdestvina
Recruitment and Admissions Co-ordinator
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