

Guidelines for Video Essay

1. **Video Essay:** Student will have to submit a video essay of approx. 2 minutes on the following topic:

- Give a brief introduction of yourself, your career goals and discuss your motivations for pursuing an MBA at Mittal School of Business, LPU.

Guidelines:

The purpose of the video essay is to showcase your personality, communication skills, and suitability for the MBA program. So, keeping in mind this purpose, prepare video essay in light of following suggestions:

- Structure your responses to directly address the key points outlined in the question. Developing a script or outline for your video always help.
- Select a quiet and well-lit space for recording. Ensure the background is neat & professional
- Dress in professional attire that reflects the seriousness of the MBA application process.
- Test your recording equipment, ensuring good audio & video quality.
- Position your camera at eye level to maintain eye contact with the audience. Look directly into the camera when speaking to create a connection.

DO's and DON'Ts

DO'S of Creating a Video Essay for MBA Aspirant:

Write Script but be natural

- Structure your script logically with a clear introduction, career goals, motivation to join LPU MBA & conclusion so that you don't forget to mention important details. Rehearse, but be yourself while recording.

Understand evaluation Parameters

- Familiarize yourself with the video essay evaluation parameters so that you can create your video accordingly.

Be Clear and Concise

- Clearly articulate your thoughts and ideas around the topic.
- Keep your message concise and to the point.

Professional Appearance

- Dress professionally to make a positive first impression.

Maintain Eye Contact

- Maintain eye contact with the camera to create a connection with the evaluator.

Appropriate Background

- Choose a clean and professional background to avoid distractions.

Good Audio Quality

- Use a quality microphone if required to ensure clear and crisp audio.

Express Enthusiasm

- Convey genuine enthusiasm and passion for MBA program.

Highlight Achievements and Skills

- Mention specific achievements and skills relevant to your application.

Research the School/University

- Showcase your knowledge about Mittal School of Business and LPU, and its unique features because of which you are applying.

Connect Personal and Professional Goals

- Clearly connect your personal experiences, achievements, and aspirations with your career goals.

DON'Ts of Creating a Video Essay for MBA Aspirant:

Avoid reading

- Using a script for preparation is important but while recording be natural and avoid reading and avoid sounding like giving scripted answers.

Avoid Casual Language

- Avoid using overly casual or slang language. Maintain a professional tone.

Don't Overwhelm with Details

- Avoid overwhelming the evaluator with unnecessary details. Stick to key points.

Poor Audio

- There must be no distracting sound around you like people talking, vehicle honking, dog barking etc.

Visual Quality

- Don't compromise on visual quality. Ensure clear and well-lit visuals.

Inappropriate Background

- Avoid distracting or unprofessional backgrounds. Choose a neutral setting like a plain wall.

Don't Rush

- Avoid rushing through. Speak at a moderate pace for clarity and use the time allotted judiciously.

Avoid Irrelevant Information

- Don't include irrelevant information that does not contribute to your application.

Avoid Generic Statements

- Make your essay unique and personalized. Use information from your personal experiences.

Don't Memorize

- While scripting is good, avoid sounding too rehearsed. Maintain a natural flow.

Don't Disregard Time Limits

- Respect the specified time limit (2 min) for the video essay.

Avoid Lack of Preparation

- Don't appear unprepared. Practice your script and delivery before recording.

Process Details

[Click here to know, The Process of Video URL Generation on Google Drive](#)

[Click here to know, how to upload the MBA Video Essay on LPU Admit](#)

[Portal](#)