

early
makers

em
lyon
business
school

Training for Digital Application

Blended Global BBA

February 20, 2017

Objective of the digital application

- To present your motivation, achievements, background and project (if you have one!)
- To evaluate your ability to undertake and implement a project
- To assess your ability to differentiate yourself from other applicants

Criteria of the digital application

- Originality
- Expertise in the medium used
- Entrepreneurship
- Differentiation
- Quality of the project

Possible media

- Video (2 minutes)
- Audio
- Powerpoint
- Photo album
- ...

Important!

- There are no right or wrong options. This exercise must reflect who you are!
- The overall consistency, construction, relevance, aesthetic choices and quality of your statements will be evaluated.
- No value judgment will be made about what you have done, under any circumstances