

Frequently Asked Questions

INSEAD EMBA Admissions Test

1. How do I prepare for the test?

INSEAD provides a set of sample questions for you to understand the multiple choice question format and some drills to help you to refresh your verbal and quantitative skills. There is no need to prepare for the case presentation, INSEAD will offer some brief guidelines on delivering the presentation. These guidelines will be repeated on the day itself.

2. Should I prepare myself by doing GMAT questions?

As the GMAT (and SAT and GRE) has a broadly similar structure, you can get a feeling for the test structure through looking at GMAT questions. However the GMAT also tests many areas that the INSEAD test does not, and vice versa. There are question formats in the INSEADEMBA Admissions Test that are not in other standardized tests, and you will likely waste time examining questions in the GMAT that will simply not appear in the INSEAD test. The INSEAD test is designed to be taken without requiring a preparation outside of what we recommend above.

3. Is it easier than the GMAT?

It is different. It tests a broader range of aptitudes including allowing a presentation to be made to indicate ability to analyse a business scenario and communicate it. It does NOT require you to spend time on extensive preparation for rule-based mathematics and English grammar correction that would not be used in a business context. The INSEAD test only requires you to familiarize yourself with the format of the test. You may also refresh your verbal and quantitative skills by practicing the drill questions if necessary.

4. What is the case study about? How should I prepare for it?

You are given a business scenario in story format to read and absorb, with some number and background information. You will arrive a general understanding of what is happening in the scenario and realize what the key points of the case are. You will make a presentation of up to three slides summarizing the situation, and what the appropriate challenges and opportunities for the business are. The case will pose three questions that you must answer along the lines described above. A business person with significant experience in presentation will have been prepared for this exercise through their job.

The case presentation need not be prepared for. This is a holistic test of your approach to reviewing a business scenario, and your personal presentation and communication skills will shine in this part of the test. In fact, your individual personal approach will be valued better than a coached one. It is your opportunity to differentiate against other candidates. There is no right or wrong result. The INSEAD test does not look like a traditional consulting case, there is no need to review cases online. It is designed to be readable and understandable by people without a consulting background.

5. What are the test components?

The INSEAD Test comprises of 5 sections:

| | |
|--|--|
| 1. Data Analysis: Fluency and efficiency in the use of business-relevant mathematics. | 15 questions 30 minutes |
| 2. Data Interpretation: Data Significance testing through both standard mathematical logic questions, and also multiple linked mini case questions where arithmetic and algebra are tested in the context of a business scenario. | 15 questions 30 minutes |
| 3. Communication Analysis: Analysis of passages through the lens of gauging the main themes, relevant points and logical inferences. | 15 questions 30 minutes |
| 4. Critical Thinking: Managing the components of a logic problem to either deliver a definitive answer to a question or simply determine its solvability. | 15 questions 30 minutes |
| 5. Case Presentation | 30 minutes preparation, 15 min presentation |

Essentially there are math problems that test your fluency with numbers, and ability to perform business mathematics as part of your job, and verbal problems that test your ability to zero in on the relevant content in logical and opinion pieces. If you do not use mathematics in work frequently, this will be indicated in your resume as well, and INSEAD will make recommendations for pre-EMBA preparation. You should not feel like you have to hit a particular target. The class will be balanced by people of different strengths, the test simply aids the admissions committee to understand your profile better.

6. Where can I take the test?

On any of our campuses in Fontainebleau, Singapore and Abu Dhabi, on test dates approximately once a month.

7. Can I just turn-up for the test?

No, you need to submit your application to the programme at least 2 weeks before your chosen test date. Once your application has passed pre-screening, you will be able to confirm your place and issue online payment for the test (€185).

8. How much does it cost to take the test?

The cost to take the INSEAD EMBA Admissions test is EUR 185 globally. Once you have submitted your application indicating that you would like to take the test, your file will be pre-screened and upon the Admissions committee's approval you will receive an email with the payment link. Payment can be made with all major credit cards (MasterCard, Visa, American Express).

9. When do I get the results?

You should know the result of your application to the programme within 2-3 weeks of completion of your file, including transcripts, recommendation letters, the interview report and your GMAT score or the INSEAD EMBA Admissions test.

10. Is it in English only?

Yes.

11. Will there be other candidates?

Yes, there will be other candidates on the test day.

12. What time of day is the test?

It would take place either in the morning or afternoon. We recommend that you set aside 5 hours for the visit and the test. The visit is also a good opportunity for you to get to know INSEAD and the EMBA programme. Should the test day coincide with an EMBA module, you will also get to interact with current participants.

13. If I cannot make the date, can I reschedule?

Yes, you may choose another date on the test schedule.

14. Where does this fit in the application process? Should I have been in touch with an advisor beforehand for a pre-assessment?

We recommend that you get in touch with our Assistant Directors of Marketing for a discussion once you begin considering the programme. They would be able to help you with a pre-assessment, discuss your needs, and guide you along the process.

15. I have taken the GMAT but I am not happy with my score. Can I take the INSEAD test?

Yes you can.

16. How will the test be graded? Will I know the scores?

The test will be marked and the result used to indicate the candidate's relative strengths in quantitative ability, logical and analytical skills and communication skills. The result is not released as the INSEAD test score is not a comparative one, but an indicative one.

17. If I did not succeed on the application, can I reapply later with a GMAT score?

It is up to the Admissions Committee to decide whether you can reapply and what course of actions is needed for you to improve your application.

18. What weight is given to the INSEAD test in the overall evaluation of my application?

The test helps admissions to gauge your likely performance in an academic and classroom environment, to determine your profile accordingly, and to aid them to propose additional preparation before the EMBA. There is no "weighting". The most important part of your application remains your track record as a business person and your plan for maximizing the EMBA opportunity to develop your career.

19. Can I get information on getting to the campuses, transport and places to stay the night?

Yes, upon application and invitation to the test, you will receive the information.