



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## MASTER OF SCIENCE IN INTERNATIONAL BUSINESS AND TRADE

### Letter of intent- Part of the personal motivation application

**Please note:** Your Letter of Intent is a crucial part of your personal motivation application to the programme.

In your answers, clearly articulate and reflect on **why you are interested in the MSc in International Business and Trade** and how you are prepared both academically and personally for this international programme. Explain **how you will be an asset to the programme**, focusing on your motivation, strengths, and your goals for the programme and your future career.

Provide concrete **examples of academic achievements and professional accomplishments** that directly relate to international business, global management, trade, or related fields.

Please respond to the questions below and upload your document to your application at [www.universityadmissions.se](http://www.universityadmissions.se) by the latest on the last day for application (15 January/15 April 2026). Rename the document "MSc in International Business and Trade".

Name:
Email address:



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**Why are you applying to the Master Programme in International Business and Trade, and how do you think it will support your career goals and professional growth?**

*Maximum 2000 characters (including spaces)*



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**How have your previous studies and course results prepared you for the Master Programme in International Business and Trade?**

Reflect on courses you consider relevant, topics in international business you wish to deepen, and your bachelor's thesis (if you have started or already completed a thesis). *Maximum 2000 characters (including spaces)*



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**Do you have other relevant qualifications to highlight for this programme, such as work experience, professional certifications, international experience, or extracurricular activities?**

*Maximum 2000 characters (including spaces)*