



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## MASTER OF SCIENCE IN ACCOUNTING AND FINANCIAL MANAGEMENT

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

Please note that your *Letter of Intent* is a key part of your personal motivation application to the programme.

In your answers we expect you to articulate and reflect why you are interested in the programme and how prepared you are both academically and personally. How will you be an asset to this programme? Focus on your motivation, your strengths as well as your goals and aims with the programme.

Make sure you give good examples on your academic achievement/ professional accomplishments that relates well to your programme.

Remember to proofread -your statement is also a work sample both in regards to language but also your competences and potentials.

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). Rename the document "MSc in Accounting and Financial Management"

Name:
Email address:



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Why are you applying to the Master Programme in Accounting and Financial Management *Maximum 1500 characters (including blank space)*.

A large, empty rectangular box with a thin black border, intended for the applicant to write their response to the question above.



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What about the programme Accounting and Financial Management do you find most appealing (e.g. the structure, content or other)? *Maximum 1500 characters (including blank space).*

A large empty rectangular box provided for the student to write their answer to the question above.



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In what ways can this Master Programme help you reach your educational and professional goals? *Maximum 1500 characters (including blank space).*



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Additional information that may strengthen your application (e.g international experience, level of English proficiency, academic excellence, and other relevant information etc.) *Maximum 1500 characters (including blank space).*

Upload the Letter of Intent to [www.universityadmissions.se](http://www.universityadmissions.se) or [www.antagning.se](http://www.antagning.se) no later than the supporting documentation deadline