UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

MASTER OF SCIENCE IN 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.

Please 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 or www.antagning.se by the latest on the last day for application, 15 January. Rename the document "MSc in Management".

Name:
Email address:

Upload the Letter of Intent to www.universityadmissions.se or www.antagning.se by the latest on the last day for application, 15 January.

Why are you applying to the Master Programme in Management?
Maximum 2000 characters (including blank space).

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What about the programme Management do you find most appealing (e.g. the structure, content or other)?
Maximum 2000 characters (including blank space).

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The MSc in Management is an intensive, full-time program built on mandatory on-site participation and active engagement in collaborative learning. Explain why you think active on-site participation is central to the program's ambition to develop future leaders. Reflect on how your previous experiences demonstrate your readiness to contribute to and benefit from this type of learning environment. Describe how you would organize your professional and personal commitments to meet these expectations in practice. *Maximum 2000 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 2000 characters (including blank space).

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