

## Letter of Motivation

---

Letter of Motivation for choosing this **Executive MBA program**. Please point out the specific skills and interests that make you a strong candidate for our program ( 2 - 3 pages, English). Please consider the following aspects:

### EMBA in General Management

---

- Describe your current professional field of responsibility.
- What leadership experience do you have?
- What are your professional and personal strengths?
- What are your professional goals?
- What entrepreneurial challenges do you perceive in your business environment?
- What professional, methodical, and personal, and particularly leadership skills do you hope to develop during the Executive MBA?
- Why do you think you are a qualified candidate for our Executive MBA program?
- What can you contribute to the program?
- What are your expectations towards the school (Technical University of Munich), the program, the instructors and the seminars?

### EMBA in Business & IT

---

- Describe your current professional field of responsibility.
- What leadership experience do you have?
- What are your professional and personal strengths?
- What are your professional goals?
- What entrepreneurial challenges do you perceive in your business environment?
- Tell us about your last project, ideal from the area of digital transformation.
- What professional, methodical, and personal skills do you hope to develop during the Executive MBA in Business & IT?
- Why do you think you are a qualified candidate for our Executive MBA program?
- What can you contribute to the program?
- What are your expectations towards the school (Technical University of Munich), the program, the instructors and the seminars?

## EMBA in Innovation & Business Creation

---

The purpose of the **essay and the letter of motivation** is to get to know you better. The more genuine you answer these questions, the easier it is for us to understand you, your aspirations and the value you add to our program. Please write in English language on *separate* documents and upload them to your application profile.

### Letter of Motivation

Tell us about your motivation to pursue the Executive MBA in Innovation & Business Creation and why you are a perfect fit for the program (1-2 pages, in English).

Please outline what you hope to gain from participating in the program and how your peers can benefit from your skills and experience. Also specify your qualifications and knowledge and tell us about extracurricular activities and project experiences. Please also relate to your objectives for the future, your entrepreneurial aspirations, or how you want to be an entrepreneurial leader within your organization or society.

### Essay

Answer one of the questions below (1-2 pages, in English). This essay is supposed to be about the past. Tell us what you did and particularly how you did it. What was the outcome and the response by the people in your environment?

**A)** Tell us about an entrepreneurial opportunity you seized.

**B)** Tell us about a challenging time in your career you had to go through. How did you face the situation and what are the key learnings you have gained?