



Master's programme in Management

STATEMENT OF PURPOSE | YEAR 2024/2025

The statement of purpose is one of the most important, and challenging, elements of your application. It is your opportunity to stand out from the hundreds of other applicants to our programmes. Your statement of purpose needs to reflect who you are and why you would be an asset to the programme you are applying to. It should convince us that you have solid achievements behind you that show promise for your success in graduate studies.

Fill out the designated form fields and answer the questions on the following pages. You have a limited amount of space to express yourself, so use the **1 500 character limit** (including spaces) in each section wisely. We will consider your answers carefully in our admission process.

First name:

Last name:

Application number (if unknown, provide your email address):

Name of the university and country, where you studied for your BA/BSc degree:

Expected date of graduation, if pending (YYYY-MM-DD):

If applicable, state your CGPA/cumulated grade point average *and* the maximum scale:

Does not apply to students with a BSc degree from a Swedish university – we have access to your grades.

Country/Region/University where this scale is used:

Q1. Tell us how you see the connection between this programme, your future career and your previous degrees and job experiences?

Q2. In what ways do you hope to develop in this programme and in what way would this be valuable to you?

Q3. What does the terms *Manager*, *Management* and *Managing* mean to you?

Q4. What relevant *qualities* or *perspectives* do you think you bring to this programme as a student of Management?
What relevant qualifications do you wish to draw to our attention for this programme, e.g. knowledge, skills, mindsets, extracurricular activities, etc?