Motivational essay

Executive Master in Business Administration, EMBA

Edition 2024-2026 (EMBA 13)

The motivational essay must be completed in full and returned to the Executive MBA office.

Deadline: Before the interview with the Executive MBA Directors – and not later than November 15, 2024

Candidate

First name	
Last name	
Organization	
Street	
Postal code	
City	
Country	

The motivational essay should not exceed 1200 words. You should cover the following topics:

- How you get to know about EMBA?
  - □ Word of mouth. From who? _____
  - □ Internet. Which source?_____
  - □ Social media. Specify which one _____
- □ Radio

  Explain your decision and motivation for applying to the Executive MBA.

  Why do you feel you are a strong candidate for the program?

  How will getting an Executive Master in Business Administration influence your career intentions? What would you contribute to the overall experience of the EMBA class?

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Place and date

Signature