

Enrollment in the MSc Program in International Business

Instructions for Writing a Motivational Letter

The ZHAW School of Management and Law considers it a priority to admit only students to its MSc programs who not only have the required background to enable them to complete their course of study successfully but can demonstrate that they have made the right choice in terms of their professional development. In addition, we aim to create effective student cohorts by combining highly committed individuals with the capacity to perform well and the ability to be a positive force within the class. Simply put, it is important to us that you should feel that you belong here and that as a member of your student cohort you will be able to make a valuable contribution.

By asking you to provide a motivational letter as part of your application package, we want to ensure that all applicants carefully reflect on their goals and their motivation for embarking on an MSc program in International Business. In addition, we would like to give you another opportunity to convince us that you are the right candidate for us.

Your motivational letter should meet the following requirements in terms of format and content:

- You should briefly explain why you have decided to embark on this consecutive three-semester course of study.
- It should not be much longer than one page. Please keep in mind that by submitting a long application letter you will not increase your chances of being admitted. On the contrary, lengthy explanations may indicate that you are not capable of expressing yourself clearly and concisely.
- Your letter should contain a brief statement of the reasons why taking a course of study in International Management is important in the context of your personal career goals.
- This is an opportunity for you to draw our attention to your specific strengths as a candidate for the MSc program in International Management.
- Since this letter is highly personal and individual in nature, both its format and content will reflect your ability to articulate and the extent to which you have been planning your continued educational development.

If your application package is submitted on time and meets the basic admission requirements (where applicable, late submission of some documents may have been granted), you will be invited to attend a personal interview. This will be another opportunity for you to explain why you want to join the program, discuss specific issues and challenges, and ask questions about the program structure and organization.

We look forward to receiving your application and will be happy to answer any questions you may have.