

# Know your present moment: the best way to boost your future

As part of the UPF Barcelona School of Management's admissions process, it is essential for us to have a brief introduction and the opportunity to get to know you better.

We want to know who you are, what you have done, and what you want to achieve, in order to know your motivations, commitment and enthusiasm.

**We propose two ways to do it:** either by letter or with a short video. Whichever option you choose, we would like you to reflect on and answer the following questions in the presentation:

- Why do you want to study this program?
- After completing your studies, what are your short-term career goals? What skills and knowledge do you think you need to develop or improve in order to achieve them?
- And in the long run, what are your professional goals?
- How do you think our school differs from the others you may have taken into consideration? Why do you think our school is the best fit for your interests?

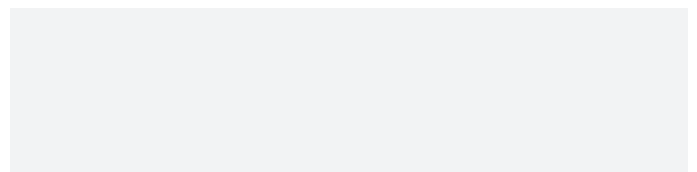
Of course, you can add any other information you feel is relevant to your admission process.

After finishing, copy and paste your presentation in the corresponding field.

**We look forward to meeting you in person!**

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## Introduction Video



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Motivation letter

