

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

We **ask for a brief presentation** from applicants during the admission process of all master's degrees and postgraduate courses at the UPF Barcelona School of Management. This is key for us.

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 (maximum 500 words) or with a short video (maximum 3 minutes). Whichever option you choose, we would like you to reflect on and answer the following questions in the presentation:

- After completing your master's degree or postgraduate degree, 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 career 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?

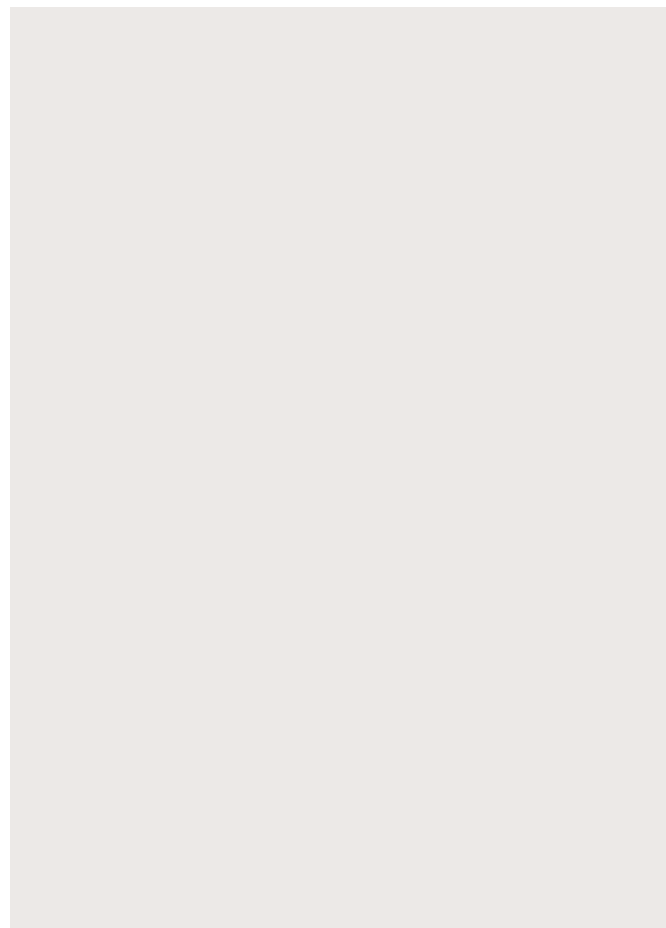
Of course, you can add any other information you feel is relevant to your admission process.

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

We look forward to meeting you in person!

UPF Barcelona School of Management

Motivation Letter



Presentation Video

