

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.

More than a cover letter: a motivation letter.

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

These are some aspects we would like you to reflect on and respond to in the following questions:

- How did you find out about this program?
- Who or what led you to become interested in the program offered by our school, and what elements do you think set it apart from other educational options you may have considered?
- What drives you to take this program and how do you relate it to your personal and professional future?
- What are your long-term professional goals?
- Why do you think this program should accept your application?
- In what ways do you think you will contribute to the program?
- Have you thought of any project you could undertake as part of the program?

Finally:

- Why do you think this is the right environment for you to keep growing, learning, and developing your professional project?

Of course, you can add any information you consider relevant to your admission process.

Once you have finished, copy and paste your statement into the corresponding field.

We look forward to meeting you in person!



Motivation letter

