



Master's programme in Managing People, Knowledge and Change

STATEMENT OF PURPOSE | YEAR 2026/2027

The statement of purpose is one of the most important, and challenging, elements of your application. It is your opportunity to stand out from the hundreds of other applicants to our programmes. Your statement of purpose needs to reflect who you are and why you would be an asset to the programme you are applying to. It should convince us that you have solid achievements behind

you that show promise for your success in graduate studies.

Fill out the designated form fields and answer the questions on the following pages. You have a limited amount of space to express yourself, so use the **250 word limit** in each section wisely. We will consider your answers carefully in our admission process.

First name:

Last name:

Application number (if unknown, provide your email address):

Name of the university and country, where you studied for your BA/BSc degree:

Expected date of graduation, if pending (YYYY-MM-DD):

If applicable, state your CGPA/cumulated grade point average *and* the maximum scale:

Does not apply to students with a BSc degree from a Swedish university.

Country/Region/University where this scale is used:

Motivation and Background

Q1. What motivates you to apply for this programme? Can you describe how your background, interests, or experiences have led you to this point? (Word limit: 250)

Interests in specific topics

Q2. Looking at the content of this programme, which topics resonate most with you, and why? Are there particular questions or problems within these areas you are eager to explore more deeply? (Word limit: 250)

Contributions to the program

Q3. Which academic or personal experiences, qualities, or activities best reflect the perspective you would bring to the programme and your potential contribution as a student and future alumnus/alumna? (Word limit: 250)

Plans after the program

Q4. What are your aspirations after completing this programme? What challenges do you anticipate in reaching them, and how do you see the knowledge and experiences from the programme helping you address those challenges? (Word limit: 250)

