



Master's programme in Management

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:

The master's programme in Management is developed for students with an academic background other than business administration or management.

Do you have an academic background in a subject **other** than business administration or management?

Yes. No.

Q1. Tell us how you see the connection between this programme, your future career and your previous degrees and job experiences? (Word limit: 250)

Q2. In what ways do you hope to develop in this programme and in what way would this be valuable to you? (Word limit: 250)

Q3. What is active participation to you? (Word limit: 250)

Q4. What relevant qualities or perspectives (knowledge, skills, mindsets, extracurricular activities etc) do you think you bring as a student of Management? (Word limit: 250)