

Guidelines for your letter of motivation

In your letter of motivation please state and describe:

- ✔ Why did you decide to undertake an MBA/Master at this point in your career? (approximately 150 words).
- ✔ Why do you choose to study an MBA/Master at the IGC Bremen? (approximately 150 words).
- ✔ What knowledge, personal qualities and skills will you bring to this program? (approximately 150 words).
- ✔ Please state your past experience within organizations, including paid work, voluntary work, family business, entrepreneur projects, etc. In particular, please focus on projects in which you have collaborated with other people, institutions or organizations. (approximately 300 words).