

Pre-assignment Master Degree in Global Management, KAMK

The length of the motivation letter should be about **5000 characters**.

Analyse your **professional strengths, development needs, goals, motives and challenges** to study in the Master's Degree in Global Business Management (full-time).

Assessment: 0-45 points

The evaluation stresses

- Fluent written English
- Depth of the analysis
- Content, structure, logic and comprehensibility (language, word choice, sentence structure, writing style)
- Well justified assessment of the applicant's personal strengths, development needs, goals, motives and challenges for successful studies
- Motivation letter as a whole

The essay is disqualified if

- it does not meet the assignment requirements
- it is too short
- it is difficult to comprehend