



SCHOOL OF  
ECONOMICS AND  
MANAGEMENT

# Master's programme in Managing People, Knowledge and Change

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## STATEMENT OF PURPOSE | YEAR 2025/2026

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 **1 400 character limit** (including spaces) 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 – we have access to your grades.*

Country/Region/University where this scale is used:

Q1. What are your reasons for applying for this programme? In what way do you expect you can contribute to the programme?

Q2. What are your relevant academic strengths and interests for this programme? Present three of your previous courses and describe how they can be considered appropriate in preparation for this MSc programme.

Q3. What are your career ambitions immediately after graduating from this programme? How do you see your career developing over the next five years? Outline the challenges you think you will face in achieving these career goals and how you will overcome them.

Q4. Reflect on your fulfilment of the prerequisites and/or recommended prior knowledge. Are there any other relevant qualifications you wish to draw to our attention for this programme, e.g. work experience or extracurricular activities?

Q5. List the courses that you have taken in Business Administration.

Course name	University	Number of credits	Grade, in local system

Don't forget to submit your CV in addition to the Statement of purpose!