



University of
Applied Sciences

Questions for your statement of motivation

The statement of motivation is an integrated part of the online application. You will be asked to write your statement of motivation according to the following questions in the language of instruction of the degree programme. As a part of the online application on the IMC Onboarding Platform - <https://onboarding.fh-krems.ac.at/> you have to enter your answers in the input form. Please note the character limits per question.

When applying for two degree programmes, two separate statements of motivation must be written.

To give you an overview in advance, we provide you with the questions for the statement of motivation.

➔ **ATTENTION:** In addition to the questions published here, there are further/ additional questions or requirements for topic-specific essays in certain degree programmes which have to be written as an additional part of the statement of motivation. These will only be announced in the online application.

Bachelor degree programmes

Applicable for:

Bachelor degree programme	Further/ additional questions
• Applied Chemistry	topic-specific essay
• Business Administration	topic-specific essay
• Global Sustainability and Circular Business	topic-specific essay
• Informatics	topic-specific essay
• International Business Management	topic-specific essay
• International Wine Business	topic-specific essay
• Medical and Pharmaceutical Biotechnology	topic-specific essay
• StartUp Management	topic-specific essay
• Tourism and Leisure Management	topic-specific essay

1. Please explain briefly the motivation and reasons for the intended studies.
(max. 600 characters including spaces and paragraphs)
2. Explain your visions for a professional career hereby reflecting the importance of the intended studies for your professional future.
(max. 1200 characters including spaces and paragraphs)
3. Which topics/ options that the programme offers seem to be specifically appealing to you? Please give reasons.
(max. 1000 characters including spaces and paragraphs)
4. Reflect briefly on your personal strengths/ weaknesses and the bearing they may have on the studies.
(max. 600 characters including spaces and paragraphs)
5. Describe briefly experiences that are related to the intended studies.
(max. 500 characters including spaces and paragraphs)

Master degree programmes

Applicable for:

Master degree programmes	Further/ additional questions
• Digital Business Innovation and Transformation	
• International Business and Economic Diplomacy	
• Marketing	
• Medical and Pharmaceutical Biotechnology	

1. Outline briefly and concisely the reasons/ motivation for the aspired degree.
(max. 600 characters including spaces and paragraphs)
2. Please reflect your previous studies/ your previous career path in relation to the desired Master degree programme.
(max. 1500 characters including spaces and paragraphs)
3. Where would you continue to evolve/ which career path do you strive for and how can the master's degree help you to achieve what you strive for?
(max. 1200 characters including spaces and paragraphs)
4. In which specific course topic/ in which course-related field would you like to delve (possibly through the master's thesis)? Please give reasons for your answer!
(max. 1500 characters including spaces and paragraphs)
5. What can you contribute to the community of students? What can others learn from you?
(max. 500 characters including spaces and paragraphs)