

Motivation Letter - guideline

- Keep it short (1 page maximum).
- Don't use sample motivation letters or sample phrases; use your *own* words instead.
- We are not much interested in biographical details, the situation in your country, or your business achievements. We are interested in information which could signal intrinsic motivation for *this* master program and prospective study success. Concentrate on the following things:
 - Which courses in your previous Bachelor education you found most interesting? And why?
 - In case that after your Bachelor degree you have been out of academia for at least 3 years: why do you think that you will be able to cope with research-oriented academic learning? Recall, that practical business experience will *not* help for this master program (it's not an MBA program), and the longer you have been out of academia, the more difficult it will be. Your academic knowledge and skills will be partially depreciated. What makes you confident that you will be able to study on master level?
 - Why do you think that a *research-oriented program in economics* is a good choice for you? In case you want to promote your career: wouldn't it be much better to choose a master program in business administration, management or finance? In other words: did you really deliberate why to choose *this* program?
- Usually it is expected (or applicants think that it is expected) to motivate why choosing the Friedrich Schiller University Jena, Germany. We are not much interested in this. Usually applicants write about „fame“, „prestigious“, „best educational system“, „professors with best reputation“ and so on and so forth. It is not necessary to please us! We know that the main reasons are: it is located in Europe/Germany, it is in English language, there are no tuition fees, it is a safe place with European life style, application is without uni-assist. However, we would like to see whether you informed yourself about our program (which cannot be seen from standard phrases).

With a *short* informative motivation letter which *concentrates on the essentials* mentioned above you show respect for (even informal) guidelines and for efficiency. Thanks!