

## Letter of Motivation & Essay Guidelines – TUM Executive MBA Programs

All three Executive MBA programs of TUM require a letter of motivation for their application process, while the Executive MBA in Innovation & Business Creation also requires an additional essay. To help you succeed, we have compiled tips and suggested topics in this document. Please review the information provided below for each of the part-time Executive MBA programs.

**Note** that candidates are permitted to use AI tools for both the letter of motivation and essay. In that case, the following must be clearly stated in your documents:

- Where AI was used in the assignment.
- What specific AI tools were utilized.
- Why AI was employed in the assignment.
- How the sources and AI output were verified for accuracy and reliability.

### Executive MBA

#### Letter of Motivation

Highlight the specific skills and interests that make you a strong candidate for this Executive MBA program (2-3 pages, in English). We recommend addressing the following questions:

- Describe your current professional field of responsibility.
- What leadership experience do you have?
- What are your professional and personal strengths?
- What are your professional goals?
- What entrepreneurial challenges do you perceive in your business environment?
- What professional, methodical, and personal, and particularly leadership skills do you hope to develop during the Executive MBA?
- Why do you consider yourself a qualified candidate for the Executive MBA program?
- What can you contribute to the program?
- What are your expectations towards the school (Technical University of Munich), the program, the instructors, and the seminars?

## EMBA in Business & IT

### Letter of Motivation

Highlight the specific skills and interests that make you a strong candidate for the Executive MBA in Business & IT program (2-3 pages, in English). We recommend addressing the following questions:

- Describe your current professional field of responsibility.
- What leadership experience do you have?
- What are your professional and personal strengths?
- What are your professional goals?
- What entrepreneurial challenges do you perceive in your business environment?
- Tell us about your last project, ideal from the area of digital transformation.
- What professional, methodical, and personal skills do you hope to develop during the Executive MBA in Business & IT?
- Why do you consider yourself a qualified candidate for the Executive MBA in Business & IT?
- What can you contribute to the program?
- What are your expectations towards the school (Technical University of Munich), the program, the instructors, and the seminars?

## EMBA in Innovation & Business Creation

### Letter of Motivation

Tell us about your motivation to pursue the Executive MBA in Innovation & Business Creation and why you are a perfect fit for the program (1-2 pages, in English).

Outline what you hope to gain from participating in the program and how your peers can benefit from your skills and experience. Also specify your qualifications and knowledge, including any extracurricular activities and project experiences. Reflect on your objectives for the future, your entrepreneurial aspirations, and how you aim to be an entrepreneurial leader within your organization or society.

### Essay

Choose one of the following questions and write an essay in response (1-2 pages, in English). The essay should reflect on a past experience. Focus on what you did and, in particular, how you did it. What was the outcome and how did people around you respond?

- A)** Describe an entrepreneurial opportunity you seized.
- B)** Tell us about a challenging time in your career. How did you handle the situation, and what key learnings did you gain from it?