

Letter of Motivation Guidelines – TUM Executive MBA Programs

For an application to the Executive MBA program at TUM, a letter of motivation is required, among other documents. 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. 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?