Letter of motivation
Master programme in Business Analytics

How to complete the letter of motivation

1. Download this document and save it on your device (if you have not already done so).
2. Use the free software Adobe Acrobat Reader to open the document.
3. Read the information available in the **study profile of the degree programme**.
4. Answer all questions in your own words. **Do not use Artificial Intelligence**.
5. Save the document.
6. Upload the completed letter of motivation in u:space at "Further documents and proofs" as document type "Letter of motivation".

> I hereby certify that I filled out the form by myself without any third party help (neither human nor artificial intelligence).

Part 1: Personal information

Personal data	
Last name:	
First name:	
Date of birth:	Gender:
Citizenship:	
Country of residency:	
E-mail address:	

Results GRE/GMAT test	
Result GRE:	Result GMAT:
Date of GRE/GMAT:	Test center:

First completed degree programme

Type (BA, MA, PhD, etc.):

Subject area/major: Other:

Thesis title:

Name of the university:

Country of the university:

Graduation date:	Your GPA*:	Best GPA at institution:

Second completed degree programme

Type (BA, MA, PhD, etc.):

Subject area/major: Other:

Thesis title:

Name of the university:

Country of the university:

Graduation date:	Your GPA*:	Best GPA at institution:

*Optional answer. Your GPA does not have any impact on the decision of the selection committee.

Part 2: Questionnaire

Answer all of the following questions in your own words. You must stick to the character limit. Longer answers are not possible.

1. Why are you interested in the master programme in Business Analytics in general?
1,000 characters max.

2. Why do you prefer Business Analytics compared to other programmes (e.g. Business Administration, Computer Science, Statistics, Data Science, …)?
500 characters max.

3. Why are you interested in studying Business Analytics at the University of Vienna in particular, compared to other universities? What topics/people/research groups/modules available in Vienna may be of particular interest to you? Please provide at least three statements/reasons.
500 characters max.

4. What would be the minor you would choose for your studies?

5. Are you planning to apply for two master programmes, e.g. in Business Analytics and Data Science at the University of Vienna at the same time? If you could choose: which would you prefer, and why?
200 characters max.

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6. What is your personal background/past experience that prepares you for studying Business Analytics at the University of Vienna (e.g. university courses, professional experience, certificates, voluntary work, ...)?
500 characters max.

7. Imagine the following: You have just graduated from Business Analytics. What are the five key competencies, skills or mindsets that you have acquired during your studies?

a)

b)

c)

d)

e)

8. Imagine the following: You have just graduated from Business Analytics and you are about to apply for a job. What is the job you are applying for? Why are you applying for this job?
200 characters max.

9. How does studying Business Analytics support you in this career?
200 characters max.

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10. How would you explain the value of business analytics to a friend unfamiliar with the field?
500 characters max.

11. Describe a data-related problem you encountered in a professional or academic setting and how you solved it?
500 characters max.

12. What do you expect will be the biggest challenge in this program for you and how do you plan to overcome it?
500 characters max.

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