

Dear future students,

Please give us your **Statement of Purpose** for studying at Master of Science programme in:

- International Marketing and Management;
- Financial Economics;
- Innovation and Technology Management.

Be as specific as you can with respect to what kind of person you are and aim to become in the future. Be genuine and sincere in revealing to us who you are. Think of your values, passions, aims, and dreams prior to writing your Statement of Purpose (*approximately 1000 words*).

As we read and discuss your Statement of Purpose, we will pay attention to:

Your Growth Potential	Your Interests	Your Character
<ul style="list-style-type: none"> • What is your direction in life? If you do not have it yet, how are you working on developing one? • Have you been working to full capacity in your life – your academic achievements, your employment, your social life? If no, why? • What is your maximum personal potential? Why? 	<ul style="list-style-type: none"> • What interests have you developed in your life – personal, social, intellectual? • How have your interests developed you as a person? What you have learned from them? 	<ul style="list-style-type: none"> • How would you describe your personality? • What are some examples of your personality traits that you can share with us?

ISM University of Management and Economics

Graduate studies

Admissions Committee