



Motivational Essay for Admission to the Business Administration Program offered by the Faculty of Business – Choose one of the two essay options

1. Introduce yourself briefly, focusing on the school you graduated from (profile and specialization), the main activities you have been involved in so far, as well as your talents and passions (150 words).
2. Describe a unique personal experience that you consider relevant for your orientation towards the field of business (refer to a real situation that made you consider the path of entrepreneurship or the field of business; describe how you managed a project, a business idea, or a personal initiative; use concrete details: names of people, places, numbers, measurable results) (350 words).
3. Do you see yourself as an entrepreneur or an employee? Provide arguments for your answer by referring to the reasons and key moments that led you to opting for the business field, whether you will become an entrepreneur, or you will develop a career as an employee. Also, describe the challenges you anticipate regarding your future path. (200 words)

OR

1. Introduce yourself briefly, focusing on the school you graduated from (profile and specialization), the main activities you have been involved in so far, your talents and passions, and why you believe this field suits you (150 words).
2. Identify a problem/need in the business environment and propose a solution (a product/a service) to satisfy that need. Describe the product/service that addresses the identified need. Indicate the target audience. Describe how you will communicate with and deliver the product/service to your target customers. Identify and analyze the competition and describe the advantages of your product/service compared to your competitors (450 words).
3. Explain why you believe you are the right person for such an entrepreneurial initiative (100 words).