

**LETTER OF MOTIVATION**  
**Master Programme in Business Analytics**

Before sending, carefully check the curricula information at <https://datascience.univie.ac.at>.

1. Personal Information

Last Name \_\_\_\_\_

First Name \_\_\_\_\_

Date of Birth (DD.MM.YYYY) \_\_\_\_\_

Degree 1

• overall GPA: \_\_\_\_\_

• date of graduation: \_\_\_\_\_

• University: \_\_\_\_\_

• Thesis title: \_\_\_\_\_

Degree 2:

• overall GPA: \_\_\_\_\_

• date of graduation: \_\_\_\_\_

• University: \_\_\_\_\_

• Thesis title: \_\_\_\_\_

Degree 3:

• overall GPA: \_\_\_\_\_

• date of graduation: \_\_\_\_\_

• University: \_\_\_\_\_

• Thesis title: \_\_\_\_\_

2. Why are you interested in the Master Programme of Business Analytics in general?  
(1000 Characters max.)

3. Why are you interested in Business Analytics compared to other programmes (e.g. Business Administration, Computer Science, Statistics, Data Science, ...)?  
(500 characters max.)

4. Why are you interested in Business Analytics at the University of Vienna in particular?  
What topics/research groups/modules may be of particular interest to you?  
(500 characters max.)

5. 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.)

6. Imagine the following: You 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.

7. Imagine that you have just graduated from Business Analytics and you are about to apply for a job. What is the job you are applying for? (200 characters max.)

8. Why do you want to study Business Analytics to pursue this career? (200 characters max.)