

The structure of the motivational essay requested for the admission at the postgraduate study program STRATEGIC HOSPITALITY MANAGEMENT, session 2017

1. Identification data: (name, initial / initials of the father's name, surname – as in the birth certificate)
2. Where did you find out about this postgraduate program?
3. What are the reasons and arguments for which you have chosen the study program at ASE and EHL? (personal reasons, specific career preferences, arguments for obtaining certain qualifications etc.)
4. What are your expectations regarding this program?
5. Indicate if you want other items you consider relevant to your application.

Date.....

Applicant's signature.....

Note: The essay will be written at single line spacing, Times New Roman, 12 and will contain between 400 and 600 words. It will be submitted in original along with the other documents from the application file.