

## Best Practice Guide to Your MSc Application

SALES 4.0 | Master in International Sales Management  
Master in Strategy and Digital Business  
Master in International Sustainability Management  
Master in Sustainability Entrepreneurship and Innovation

Now that you have made your decision to apply to one of our specialised Master of Sciences programmes, our Admissions team wants to share with you a few best practices to make your application as strong as possible.

First, we recommend that you allocate at least three to four days to complete your online application, as you will have to answer several open-ended questions and provide a few supporting documents, personalise your CV, and write a motivation letter.



### Before you start, make sure you have the following at hand:

- Copy of your **full transcripts** of all years of study and **diploma** if you already hold it at a higher-education level (Bachelor and Master, if applicable)
- Your up-to-date **CV in English**, clearly showing all work experience you will have by the start of the programme (including any planned internships)
- Copy of your **passport**
- **Motivation letter** in English (max. one page)
- **English-language test certificate** (if applicable). Exemptions may be granted if your Bachelor or Master degree was taught fully in English. **You may also choose to sit for an English competency test during the Admissions Days.**
- Please be aware that there is an **application fee of €130**, so make sure you have these funds available at the time of application.

Remember that ESCP Business School takes a holistic approach when evaluating your past academic studies, employment history, English language proficiency, international experience, extracurricular activities and interests and, of course, your motivation for joining our Masters.

Make sure your personality also comes through in your application and be authentic when answering various application questions. We want to see who **YOU** are beyond your academic record or prestigious internships. There is not one set profile that everyone needs to strive for, so it is important to be your authentic self.

# Top 5 Application Tips

Here are a few simple tips to take on board when filling in your online application:

## 1. Education

Make sure that in your application (and your CV) you have the following information related to your past or expected degree:

- Start and end dates
- Title of degree
- Name of university
- The number of credits earned
- Your final grade score (or predicted score)

**Important:** It is also possible to apply in the final year of your Bachelor's programme.

Add all your past education at a university level (including Master degrees, if applicable).

## 2. International Experience

Add ALL your experience abroad. This will include:

- Living overseas experience
- Studying abroad experience
- Volunteering experience
- Travel and tourism experience (when longer than one week, don't add weekend trips, unless you find them significant)
- If you have never lived/travelled abroad, please add at least one experience within your home country where you were faced with other cultures.

**Important:** Adding these experiences will help us pre-determine how you would fit in our highly international cohort and to pre-assess your scope for working with international companies. Later, if invited for an interview, you will be asked about these experiences in more detail.

## 3. Work Experience

When filling in your application, your work experience must clearly show each role title and company, start and end date, location, and whether it was part-time or full-time, internship or first permanent job.

This information corresponds to what you have included in your CV.

## 4. CV

**Length:** Maximum two pages

**Content:** Your CV content must align with the work experience provided in your application form:

- Volunteering experience and a short introduction to yourself
- Your English ability and most recent test scores, if available
- Any short courses relevant to the degree
- Your core skills and competencies
- Any interests and hobbies, so we can get a clearer picture of your personality

**Important:** You should clearly state the month and year you started and ended each experience, and if an experience was full-time, part-time (incl. how many hours per week), freelance or as part of your previous studies.

## 5. Motivation Letter

**Length:** Maximum one page

**Content:** Focus on explaining why you are applying to this course specifically

- What kind of skills and previous experience can you bring to this course?
- How will this course help you in your intended career?
- Why are you applying to ESCP Business School and this MSc specifically?
- Think about what inspires you - your wider reading and activities related to this course.

**Important:** Your motivation letter should not be a repetition of your CV. It should clearly explain why you would like to study this specific programme. This is also a good place to summarise your longer-term career aspirations.

If you're applying to the

## Master in Sustainability Entrepreneurship and Innovation

**Two essay questions** (to be submitted directly to the Recruitment and Admission Manager)

**Length:** 500 words maximum

**Content:** Describe your view on entrepreneurship and what role do entrepreneurship and innovation play for sustainable development.

# How a video interview helps improve the fairness of our admission process

## Why an online video interview?

The interview is a supplement to your application and adds an extra dimension to the selection process. It's the perfect opportunity for us to hear directly from you and a chance for you to show who you are. Given that the questions are quite similar among all applicants, this guarantees fairness among all video assessments.

## When will I be asked to complete a video interview?

If you are successful in the first stage of our selection process, we will then contact you by email to invite you to complete an interview for the programme. Processing times for completing the video will be 7 days after you received the link from us.

After successful evaluation of the video, candidates reach the next step and will be invited to the next Admission session.

If the delay between the submission of the video and the upcoming Admission session

is too short, we reserve the right to invite the candidate for the subsequent Admission session

**Important:** Remember to check your junk mail to avoid missing the email! When you receive the invite, you will be given one week to log on and complete the interview.

## What will I be asked in the interview?

The interview is designed to show us that you can think on the spot, as you would need to in a face-to-face interview, so unfortunately we can't provide specific examples of questions. Having said that, you can expect to be asked some general questions which will give us a chance to hear more about your background, strengths, soft skills and personality.

For more information on the Kira Talent platform, you may wish to explore the '[Applicant Help Center](#)' part of their website where you can find helpful articles and answers to commonly asked questions.



**We look forward to receiving your application!**