REFERENCE: SCHOLARSHIP MOTIVATION LETTER

My name is __________________________ and as a Scholarship candidate by the program __________________________ I am going to indicate how I identify with the values of the school and I will contribute with examples that confirm it.

UPF Barcelona School of Management values

Awareness: We believe in people. We make an effort to listen to, understand, anticipate and respond to the needs of those around us and, ultimately, of society itself.

Practical approach: This is our definition of management: commitment to converting ideas into reality, with talent, with knowledge, with effort, by getting involved. Our commitment to making a real difference means that we are agents of change and is a driving force for personal independence and social progress. It’s not about how things are, but what they could be like.

Cooperation: Adding people means multiplying ideas. The complexity of the modern world calls for collective creation: different views of reality, different individuals with a common purpose.

Transformation: We want to have an impact on the world that surrounds us, in order to change it. We encourage critical thinking and responsible action to respond to current and future challenges, and so that people can contribute to the creation of new paradigms. We are committed to personal development to achieve our better self, the best version of ourselves.

Depth: We demand quality and rigour in our decision making via the objective analysis of situations and our commitment to personal development. We believe specialisation only works if it is accompanied by a humanistic viewpoint and knowledge of the world around us. We are aware of to the city of Barcelona and its social, cultural and business life.

AWARENESS (the suggested extension is orientative)
PRACTICAL APPROACH (the suggested extension is orientative)

COOPERATION (the suggested extension is orientative)

TRANSFORMATION (the suggested extension is orientative)