

Personal Essay Requirements for Master programs fully taught in English

Conditions of drafting:

- 3-5 pages, English language, written in a Word document, Times New Roman, font size of 12, line spacing 1.0
- Formal style

Instructions on what the personal statement should include:

- A. Personal profile (1-2 pages)
 - Your personal background
 - Your interests and abilities
 - Your motivation in choosing the program
 - What recommends you for the program you opted for
- B. Personal essay on a chosen topic from the options listed below, according to the Master program applied. The essay should be on the chosen topic or on any other similar topic that is related to the subject applied (2-3 pages)

TOPICS

BUSINESS MANAGEMENT IN TOURISM AND AVIATION

1. Strategic opportunities in aviation and tourism industry
2. The importance of human capital in tourism and aviation
3. Communication and teamwork, the essence of customer service in tourism and aviation companies
4. Ways to use social media for luxury brands in tourism; keep it accessible online, but exclusive
5. The challenges of planning luxury events in a more demanding hospitality industry

COMPUTER SCIENCE FOR BUSINESS

1. Specific requirements for database applications design and implementation
2. Critical aspects regarding design and development of computer networks
3. Object oriented programming algorithms used in economic activities
4. Design and implementation of online applications for resource management (e-commerce, discussion forum, human resource management, contracts, customers)
5. Modern trends and the influence of digital media on the socio-economic environment

INTERNATIONAL ECONOMIC RELATIONS AND ECONOMIC DIPLOMACY

1. Intercultural differences in international negotiations
2. What is Economic Diplomacy and why is it important?
3. Universal parameters of Protocol, Ceremonial and Etiquette in business and diplomacy
4. Types of international organizations with economic profile
5. Relationship between nation branding and public diplomacy

INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP

1. Business internationalization process and ways to operate in international markets: direct and indirect export; franchising; foreign direct investments
2. Specificity of promoting and negotiating in international business
3. Tools and methods of payment used in international business transactions.
4. International trade in the current processes of regionalization and globalization
5. Communication & Intercultural issues in international business

FINANCE

1. Financial management environment and Business finance
2. The role of investors and financial markets in portfolio management
3. Money, banking and the financial system
4. The importance of financial statement analysis in decision making
5. The role of national banks and their regulations within the EU banking paradigm

STRATEGIC MARKETING

1. The Impact of Marketing on Society, Consumers and Environment
2. Measuring Customer Lifetime Value
3. Behavioral Decision Theory and Behavioral Economics
4. Business Market versus Consumer Market – a targeting comparison
5. Product and Services Differentiation