**INTERNATIONAL MARKETING AND MANAGEMENT**

**Name:**

**Surname:**

Please answer the following three questions. The answer to each question is limited to a maximum of 300 words.

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| **Marketing Experience:**Give a specific personal example where you developed and implemented a marketing strategy or worked on an existing marketing project within a local **or** international context. What challenges did you face, and what was the outcome? If you haven't worked on marketing projects before, please describe the marketing project you'd like to work on in the near future. |
| The answer to the question is limited to a maximum of 300 words. |
| **Analytical Approach:**Provide an example of how you have used data analytics to inform marketing decisions. What tools or methods did you employ, and what impact did your analysis have? If you haven't used data analytics to inform marketing decisions before, please describe how you would intend to use it. |
| The answer to the question is limited to a maximum of 300 words. |
| **Program Alignment:** How does International Marketing and Management program align with your personal and professional development goals? |
| The answer to the question is limited to a maximum of 300 words. |

**INNOVATION AND TECHNOLOGY MANAGEMENT**

**Name:**

**Surname:**

Please answer the following three questions. The answer to each question is limited to a maximum of 300 words.

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| **Innovation Experience**: Describe a situation where you led or contributed to the development and implementation of an innovative project or technological solution. What challenges did you face, and what was the outcome? If you haven't worked on such projects before, please describe the innovative project you'd like to work on in the near future. |
| The answer to the question is limited to a maximum of 300 words. |
| **Strategic Vision:** How do you envision integrating emerging technologies, such as artificial intelligence, into business strategies to drive innovation and sustainability? Provide a specific example or proposal. |
| The answer to the question is limited to a maximum of 300 words. |
| **Program Alignment:**How does Innovation and Technology Management program align with your personal and professional development goals? |
| The answer to the question is limited to a maximum of 300 words. |

**GLOBAL LEADERSHIP AND STRATEGY**

**Name:**

**Surname:**

Please answer the following three questions. The answer to each question is limited to a maximum of 300 words.

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| **Leadership Experience:** Give a specific, personal example of a situation where you demonstrated leadership skills in a global or multicultural context. |
| The answer to the question is limited to a maximum of 300 words. |
| **Strategic Thinking:**Provide an example of a strategic decision you've made at your workplace over the last year. What was your thought process, and what were the outcomes? |
| The answer to the question is limited to a maximum of 300 words. |
| **Program Alignment:** How does Global Leadership and Strategy program align with your personal and professional goals? |
| The answer to the question is limited to a maximum of 300 words. |

**FINANCIAL ECONOMICS**

**Name:**

**Surname:**

Please answer the following three questions. The answer to each question is limited to a maximum of 250 words.

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| **Finance Focus:** From the investor's perspective, how would you assess the value of an IT software company (established over a decade ago) that just announced moving to AI tech? What methods and tools would you use? |
| The answer to the question is limited to a maximum of 250 words. |
| **Economics Focus:**What key macroeconomic challenges to Europe do you see in the coming five years? List three ways to address them. |
| The answer to the question is limited to a maximum of 250 words. |
| **Methods Focus:** Suppose that you were asked to evaluate how increasing geopolitical risk affects the stock market. What methods and tools would you consider using? |
| The answer to the question is limited to a maximum of 250 words. |
| **Program Alignment:** How does Financial Economics program align with your personal and professional development goals? |
| The answer to the question is limited to a maximum of 250 words. |

**BUSINESS SUSTAINABILITY MANAGEMENT**

**Name:**

**Surname:**

Please answer the following three questions. The answer to each question is limited to a maximum of 300 words.

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| **Sustainability Experience:**Please describe a situation where you (please choose the most relevant option from below):1. Were able to identify a situation as a "problem" in terms of business sustainability. What was the situation, why it was a "problem", what solutions would you potentially see for this issue? 2. Contributed to developing or implementing a sustainability initiative within your personal or professional life. What challenges did you encounter, and what was the outcome? |
| The answer to the question is limited to a maximum of 300 words. |
| **Strategic Vision:** How do you envision integrating sustainability principles into business strategies to drive both environmental, social and economic benefits? Provide a specific example or proposal. |
| The answer to the question is limited to a maximum of 300 words. |
| **Program Alignment:** How does Business Sustainability Management program align with your personal and professional development goals? |
| The answer to the question is limited to a maximum of 300 words. |