

Guide to writing your cover letter

This guide is meant as a resource for you when writing your cover letter in applying for admission to the IT University's MSc, Master or Diploma programmes.

This is only a guideline, not a guarantee, but it might be helpful to consider our advice. Please note that your cover letter must not exceed one A4 sheet.

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Why did you choose this particular programme at the IT University?

It is in the interest of the IT University to admit students who have a good understanding of the programme that they have applied for. That will minimise the risk of students dropping out because the programme does not live up to their expectations or because they are in fact not motivated to study at the IT University.

As a preparation, it is therefore a good idea for you to familiarise yourself with the field, organisation and working method of the programme. You can do that by:

- Reading about the programme's main objectives and the competence profiles that it builds;
- Reading about the programme's compulsory modules and specialisations;
- Reading the individual course descriptions, which contain information on the composition of theory, methods and practical elements, as well as on intended programme structure and working method;
- Visiting the IT University, talking with the Student Counsellors and participating in open house events where you can meet students. You can ask for permission to observe a class in a specific course, if you like;
- Going over the latest graduation survey to get an idea of future job opportunities if you want a more specific knowledge of that aspect.

Consider specifically why this programme is appealing to you at both an academic and a personal level, as well as in respect of where you want to go in your life. Also, if relevant, tell us where you first came across the programme, why it caught your attention and made you consider applying to it: what caught your eye?

- What keywords do you note when reading about the programme, and why? What inspires you and whets your curiosity?
- Why and how?
- What seems particularly challenging or relevant to you?
- Are there specific aspects of the programme that you already know that you would like to immerse yourself in and explore in detail?

How is the programme applied for connected to your educational background?

When writing your cover letter, it is important that you formulate why the programme is relevant to you considering your specific educational background. It is not important what bachelor's degree you hold, but that you tell us how your degree correlates with and is supplemented by the programme applied for. Be specific and provide examples if possible.

For example, you may describe:

- The links that you see between your previous educational background and the programme applied for. For example, which elements of your previous educational background would it be natural to develop further, build on, vary, supplement or reflect on as part of your further education at the IT University?
- Are there any links to your previous educational background that you see or want to create?
- What competencies will this academic combination provide you with? And what is the relation between this combination and your hopes for the future and expectations in relation to job opportunities?
- Why do you prefer studying at the IT University to continuing with a master's degree within your current field (if that is an option)?

Try and boil these thoughts down to a few clear statements on the links between your previous educational background and this programme as you see them, academically, personally and in relation to your own experience. How will you make use of these links in relation to the programme you are applying for? How do they motivate you? How do they qualify you?

How is the programme applied for connected to your previous experience?

Your educational background may not be the only thing that is relevant to your application. Perhaps you have worked within the programme's academic field in different contexts. But it could also be something completely different that you believe will qualify you for this programme, such as vocational experience, stays abroad, stays at "højskole", hobbies and/or voluntary work.

- If relevant, please describe any activities or special commitments that you have participated in non-educational contexts which are important to your interest in the specific academic field or have given you specific competencies that you can draw on during your studies.

Please note that any relevant vocational experience is an independent item in the evaluation of your application if you are applying for a Master or Diploma programme. If you are applying for an MSc programme this is not the case. Accordingly, vocational experience in itself is not a qualification for admission into the MSc programme. However, if your vocational experience has in some way influenced your motivation to apply to the IT University, it may still be relevant to mention that in your cover letter to ensure that it is included in the overall impression.

If you are admitted to the IT University, how do you imagine the course of your studies and life as a student at the IT University?

You can choose to include, if relevant, any aspects that you believe will help describe you as a student and a person, e.g. certain ambitions, your commitment or interest in other aspects of the programme and the IT University. Try and formulate your expectations to the programme at both an academic and a personal level. Below are a few questions that may give you some ideas:

- How do you imagine your day-to-day life during the programme, how will you participate, what can you contribute, whether academically or personally? How will you cooperate with other students, influence the study environment, the programme, the IT University, etc.?
- How do you imagine, specifically, the course of your studies? Do you already have plans concerning activities that you would like to take part in during the programme? Perhaps certain study activities (electives, specialisations, projects), cooperation with other students and/or businesses, a stay abroad, etc.
- How and through what activities do you expect to develop and progress during the programme?
- Is there anything in particular that you are looking forward to? For example specific opportunities that the programme or the IT University offers and that could be interesting to make use of.

What do you want to achieve by completing this programme - personally, professionally and academically?

It is also important that you formulate your personal, professional and academic ambitions, and how you believe that the programme applied for will help you reach your goals.

- If possible, describe your career ambitions and how the programme applied for combined with your background can contribute to realising your ambitions;
- What academic profile would you like to build for yourself?
- If possible, offer specific examples of what you would like to work with when you have completed your programme. You could describe working methods, type of business, specific job titles, academic fields, etc.;
- How does your aggregate academic profile and the programme applied for at the IT University help you to reach that goal?

Writing your letter

- Your cover letter may not exceed one A4 sheet, so there will not be room for you to write in depth about everything that we suggest that you include. Formulate your thoughts clearly.
- Avoid a too formal and strict style; your application must seem serious, but it should also make interesting reading and have personality to stand out among all the other applications.
- Have someone else read your cover letter. Do other people understand what you are trying to convey? Do they notice the aspects that you want to emphasise? Are they left with the impression that you have made a qualified and well-considered choice of programme and that you are motivated to start your studies and make a serious effort? Does your cover letter signal earnest commitment to, interest in and understanding of what you are signing up for?
- Remember that it is in the interest of the IT University to admit students who can complete the programme in the standard duration and with a satisfactory result. Does your cover letter give the impression that you can do that?
- If you are in doubt of what to leave out and what to keep, remember that the key word is 'relevance'. Only include information about yourself that is relevant to your application. Only include information about jobs and other activities if it is relevant to the overall impression.