

Guide for writing the essay to apply for the MSc in Digital Innovation and Management

Your task is to write a 1 standard A4 page academic text* which addresses one of the articles you can find [on the admission requirements site](#). The ideal essay clearly presents the central topic presented in the article, makes an argument about it, and substantiates the argument within the given space.

Your essay will be assessed based on these criteria:

- Concise presentation of the argument of the article
- Academic contextualisation of the topic.
For example: Relate the topic of the article to an academic discussion, which you are familiar with from previous studies.
- Independent / creative contribution to the discussion of the topic For example:
Discuss the topic of the article in relation to a wider context (e.g. societal, political, cultural tendencies, challenges or problems).
- Academic writing / spelling etc. Please use references when necessary. In general, academic papers will argue, reason, discuss, problematise, criticise, nuance, make plausible, and investigate, while they **will not** agitate, preach/teach, postulate, believe, praise, mission, talk down, entertain, or freely associate.

This is not a checklist. You need not excel on all four points above to get a good score for your essay. Use them as guiding points for writing your essay.

The essay must be written in English.

*There are no specific number of words or characters that define 1 standard A4 page. It is up to you to assess how to structure this 1 page, but **references are not included in the 1 page**.