

Dear Candidate,

Thank you for applying to the **MA in Business and Digital Analytics** study programme at the Faculty of Management, University of Lodz, Poland. As part of the admissions process, we require that each candidate prepares a personal candidate statement. To prepare the statement:

- download the template
- fill in the eligibility statement (first page)
- go to Google Scholar page and type:
 - “evidence-based management”, or
 - “critical/analytical thinking”
- from the results provided, choose one text (between 9 and 20 pages in .pdf format);
- read it and complete the second page of the candidate statement;
- make sure that you follow the instructions in the template;
- name the file with the convention: “MAinBDA.FirstName.LastName.2026” and save it in the .pdf format;
- upload both files in the admission system together with the rest of the documents.

With kind regards,

**Section for Internationalisation
Faculty of Management
University of Lodz**