

ESSAY TOPIC

Balancing Sustainability and Profitability: Can Businesses Achieve Both? Discuss how companies align sustainable practices with financial performance in the context of global challenges. Discuss the issue from a technical, economic and social perspective

GUIDELINES

- Language: English
- Style: Essay. Please base your work on an appropriate number of scientific sources and include an abstract, introduction, central part, conclusion (ideally with a meaningful figure of your findings), and a bibliography
- Quoting style: your choice, please use one quoting style consistently
- Font: Times New Roman
- Font Size: 12
- Word count: **An essay of 2,000 words** (minimum 2000 words) excluding the sources and the bibliography.
- Margins: 2 cm
- Line spacing: 1.5
- **The essay will need to be uploaded in TUMonline as PDF file before you can finish your online application.** Please name the PDF document as follows: Surname_Name_Essay.pdf
Example: Mustermann_Felix_Essay.pdf

You do not need to write a Declaration of authorship as it is already incorporated in the TUM online portal. When you submit the essay, please tick the box with the following text:

“Sofern ich mich um einen Studienplatz mit Eignungsfeststellung bewerbe, versichere ich, dass ich die schriftliche Begründung zur Wahl des Studienganges (Motivationsschreiben) selbständig und ohne Hilfe anderer Personen oder nicht kenntlich gemachter Hilfsmittel (z.B. KI-Tools wie ChatGPT) angefertigt habe. Entsprechendes gilt für das Essay, die Mappe mit Arbeitsproben oder für die Zusammenstellung selbstgefertigter Arbeiten sofern sie im Rahmen des Verfahrens gefordert sind. Der tabellarische Lebenslauf stellt meinen lückenlosen Werdegang bis zum Zeitpunkt der Studienbewerbung dar.

Insofar as I have applied to a degree program encompassing aptitude assessment, I declare that I am the sole author of the letter of motivation, which was written independently without external assistance (from other person or AI tools like ChatGPT). This same applies to the essay, or to the presentation portfolio, if required by the application procedure. My curriculum vitae provides a complete record of my education and development up to the time of this application.”

IMPORTANT

We expect a high standard of scientific work from our applicants. Therefore, applicants who do not meet these standards, as in cases of plagiarism or the use of AI (e.g. ChatGPT) evidenced in the essay, will be excluded from the process.