

Motivational Essay
Masters in Urban Management and Development (UMD)
Institute for Housing and Urban Development Studies of the Erasmus University Rotterdam

Applicants to the Urban Management and Development master's programme at the Institute for Housing and Urban Development studies are required to produce a well written original essay with max. 500 words. This essay is to demonstrate your understanding of urban challenges faced in cities.

Terms of reference of the essay includes:

Topic: The urban challenge of your city

{Mention the name of the city}

Content:

- Presentation of one concrete urban challenge in your city
Example: Urban poverty, climate change, urban growth and expansion, infrastructure development, informality, slums, community development needs, etc
- An analyses of the chosen challenge in your city
Include facts, data, images, examples (a case or situation) to strengthen your analyses
- Discussion on how you as an urban manager/ planner/ actor can address this challenge
How will you would likely address the challenge and/or what you would like to learn at IHS that would enable you address the challenge faced in your city

Our Criteria:

1. Clarity and relevance of the problem;
2. Logic of the paper and the development of the argument;
3. Originality of ideas;
4. Well-informed (incorporates relevant facts);
5. Clarity on what type of knowledge is sought after at IHS;
6. Writing style (clarity, flow, transitions, grammar, paragraphs, sentence structure).

Best of luck with the essay. We look forward to welcoming you at IHS!