



2025 GSB PGDip in Development Finance Motivation Questions

Application Essay and Personal Vodep

Let us get to know you better

PGDip in Development Finance application essay guidelines

An essay of 500 words discussing the role, opportunities, and challenges of development finance over the next 25 years

Application essay guidelines

Formatting your application essay

- Complete essay and upload onto the UCT Online Application.
- Please write clearly and openly about yourself.
- Give examples where useful.
- Essay should be 500 words.
- Your motivations should be 1.5 line spacing, font size 12.

Personal video

A two-minute personal motivation video explaining:

1. Who you are – Your name, background, and where you're based.
2. Why you are applying – What interests you about development finance?
3. What impact you hope to make – How do you plan to apply the knowledge and skills from this programme in your current role, organisation, or broader context? What change are you hoping to contribute to?
4. (Optional) Anything unique you'd like us to know that may not appear in your written application.

Tips for a strong submission

- Speak clearly and be yourself – we're not evaluating video quality but rather your motivation and clarity of purpose.
- Choose a quiet, well-lit space.
- Avoid reading a script word-for-word – we'd love to see your personality!



To find out more about our world-class academic programmes, executive education short courses and customised programme offerings contact 0860 UCT GSB (828 472) | INTL +27 (0)21 4061922 | info@gsb.uct.ac.za or visit www.gsb.uct.ac.za