April 10th, 2023

Graduate Admissions Office London School of Economics and Political Science Houghton Street WC2A 2AE London United Kingdom

Dear Admissions Office.

I am lucky to say that by attending the bachelor's programme Politics, Psychology, Law, and Economics (PPLE) at the University of Amsterdam (UvA), I can be part of an academic environment that provides a challenging curriculum and a unique programme by combining insights from multiple disciplines to address social and economic issues. I would love to continue to be challenged by such a rigorous academic programme and contribute to a diverse and interactive student cohort during my graduate studies. Therefore, I am applying to the MSc Economics and Management at the London School of Economics and Political Science (LSE).

While economics and management are long established academic and professional fields of their own, dynamic progress in research and development, for example, in the technology industry, as well as unforeseeable exogenous political and economic shocks have led the combination of both subjects to be a valuable tool to navigate complex business environments. In the face of a myriad of new technological products, such as artificial intelligence tools, entering the market and global political and economic tensions intensifying, individuals and organisations need to make decisions under great uncertainty. To propose solutions to strategic, financial, and innovation decision problems of market stakeholders, it is not sufficient to analyse the issue from a theoretical economic perspective. However, drawing from the field of management is vital, to enrich the data-driven economic approach with qualitative and pragmatic insights to ensure effective implementation of strategic directives and organisational change. Thus, to succeed in today's complex business environments, it is crucial to have a comprehensive understanding of both economics and management and their intersection – pursuing the MSc Economics and Management would allow me to obtain the skillset and knowledge to do so.

The multidisciplinary approach of combining economics and management – distinguishing it from other, more general master's offered at LSE – first evoked my interest in the programme. Majoring in Economics and Business within my current bachelor's programme, I am highly interested in learning about both quantitative economic theory and more practical, corporate processes. Courses such as Intermediate Micro- and Macroeconomics, Strategic Management, and Finance not only belong to my favourite subjects but also represent my academic strengths. Completing these courses among the top students of my class reflects my ability to understand and apply complex quantitative and qualitative models and theories in diverse settings. Thus, the MSc Economics and Management presents the ideal opportunity to further pursue my interests and develop my academic strengths on a graduate level.

The programme would allow me to grow my analytical skills and explore their application in corporate domains in greater depth. Although the method-focused introductory courses would certainly be a challenging endeavour, I am highly motivated to advance my skills in these areas to be prepared to succeed in following courses, such as Firms and Markets and Corporate Finance. I am particularly interested in the analysis of real-life case studies within the core modules, as this would be a novel and insightful experience for me and equip me with strong econometric and managerial knowledge. Moreover, I look forward to expanding my interests and perspectives through the optional electives. Particularly, the courses Thinking Strategically and Applied Corporate Finance appeal to me, as they meet my interest in behavioural game theory and decision-making, as well as financing decisions within firms, respectively.

Furthermore, I believe that the MSc Economics and Management would greatly benefit me in terms of developing and refining my career prospects, next to advancing my academic skills. Through LSE's career hub and professional network, I could gain invaluable exposure to potential employers. Multiple career avenues appear interesting to me, including academia and business journalism.

I only recently developed an interest in academia as a career path. Taking researched-focused courses, such as Intermediate Microeconomics and Research Lab, as part of the PPLE curriculum, was a surprisingly exciting experience. As a teaching assistant for the Economics and Business faculty at Amsterdam University, I experienced another side of academia, that strongly appealed to me. The teaching role involved delivering tutorials, marking assignments, and providing feedback to students. It was a challenging yet fulfilling experience that allowed me to develop strong communication and leadership skills while helping students achieve their academic goals. As a curious person with a strong motivation to understand and reflect on the root causes of economic phenomena and issues, I truly enjoyed teaching firstyear BSc students in Business Administration and Economics on the topic of 'moral limits of markets.' During the course, I was able to synthesise insights from multiple disciplines, such as economics, philosophy, and psychology, to help students understand the core insights from academic research regarding the effects of market incentives on behaviour, the analysis of noxious markets, and the utilisation of a pluralist ethical framework in economics. I believe this experience would serve me well in pursuing a career in academia after completing my studies.

Providing factual information to the public is increasingly important nowadays, with an ever-increasing abundance of unreliable information, propelled by social media and technological advances like artificial intelligence that render fake news difficult to distinguish from reliable sources. In the wake of salient economic issues, such as the Wirecard scandal or the recent Silicon Valley Bank bankruptcy, I would love to combine my interest in economics and management with my passion for journalism and apply my learned skillset to draw attention to economic issues and improve the accessibility of reliable and valuable information for consumers. My interest in journalism is closely intertwined with affinity towards digital media. After graduating from high school, I interned at Esome Advertising, a large German

advertising agency. Although I realised that the marketing industry is not a sector I want to be working in, I developed strong organisational skills and managed campaign budgets in the six figures for large companies, which required me to be highly reliable. As a scholar of the Friedrich Naumann Foundation for Freedom (FNF) I recently decided to dive deeper into the field of journalism by applying to the Liberal Media Academy. Having been admitted among a select group of other active scholars, I now receive a fundamental education in journalism, research, and media by various renowned German journalists. Through this experience, I have gained valuable skills and insights and strengthened my interest in journalism.

As an interdisciplinary student of PPLE, I have developed a unique set of skills that will enable me to make valuable contributions to the classroom at LSE. Studying four subjects concurrently, I am able to extrapolate insights from one discipline and apply them in a different context, which allows me to gain a more holistic comprehension of issues at hand and constitutes a unique advantage to excel in a multidisciplinary degree at the graduate level. My outstanding academic record in both Macro- and Microeconomics courses, completing both with near perfect grades, is testament to my excellent quantitative and research skills, which I am eager to apply in the context of the rigorous academic environment at LSE. Moreover, I recently chose to participate in a second mathematics course as an additional elective, namely Mathematics for Economics 2, to further improve my quantitative skills and build upon the knowledge obtained in my first mathematics course.

Besides my analytical skills, I have honed my ability to communicate complex ideas to students of diverse backgrounds and learning styles as a teaching assistant at the Faculty of Economics and Business at the UvA. Additionally, my experience as a Board member of the Amsterdam Interdisciplinary Multicultural (AIM) study association of PPLE was not only a highlight of my bachelor studies but has equipped me with valuable skills in organisation, communication, and leadership. As the Internal Commissioner Study, I was responsible for overseeing the planning and execution of all academic student events, including more than 20 events for over 600 students in the 2021-2022 academic year. At LSE, I would plan to join the LSESU German Society to get involved and contribute to the student community. Partaking in the organisation of the renowned German Symposium would be a personal goal.

I am convinced that my ambition to develop advanced skills and knowledge in economics and management through a rigorous and renowned academic curriculum, my quantitative and analytical skills, and my organisational abilities will allow me to make valuable contributions to both the classroom and student environment at LSE. I am highly motivated to join the MSc Economics and Management to deepen my specialised knowledge in economics and business while maintaining an interdisciplinary approach.

Yours faithfully, Florian Veil