

STATEMENT OF PURPOSE

I am introducing myself as **Kusum, Shivanagar Purushothama** and I am pleased to submit my application for the Master of Arts program in International Business and Economics at **FH Schmalkalden University of Applied Sciences**. I am fascinated by the complexities of international business and economics. With globalization, companies must navigate diverse cultures, markets, and regulations. The innovative strategies that emerge in this dynamic environment amaze me. Additionally international trade has the power to alleviate poverty in developing nations and promote economic growth and cultural exchange. As far as my education is concerned, I completed my **10th grade in 2018, followed by 12th grade in 2020**. Afterwards, I earned a **Bachelor of Commerce with a CGPA of 8.60 (German Grade - 1.70)** from Bengaluru City University in 2023.

The reason why I have chosen **Germany** is that it has been the favorite destination among the student community with world class institutions with globally recognized qualifications and vibrant student community. Many of the German universities are present in reputed international rankings. It has developed programs that are relevant to and at the forefront of industry and professional initiating. It has abundant resources and high-quality teaching standards. State-of-the-art educational infrastructure, practice-based courses, and industry exposure are some of the core factors that make me opt for Germany as my preferred educational destination. By studying in Germany, I will be exposed to various facets of practical learning, which will elevate my learning and will prepare me to deal with the challenges of the outside world. A skill and research-based education system is today's priority, and this is something we profoundly find among German universities. All in all, the reasons are unlimited for choosing Germany; however, I have only listed a few important reasons that led me to choose Germany over other destinations.

I selected the **FH Schmalkalden University of Applied Sciences** because it focuses on high-quality teaching and excellent student experiences. It is a globally recognized university and one of the best providers of higher education in Germany, with its focus on providing education in accordance with ever-changing global needs, was an obvious first choice for me. The modules of the course offered by this university are so interesting and fascinating that they make me eager to jump into this university. With the presence of some of the world's best researchers and the opportunity to work under their guidance, it will be of great value, both personally and professionally. Students are encouraged to develop innovative and cutting-edge styles of thought and creativity. The teachers with their experience are another best thing about the university. At this provider, I will learn through exposure to the real working world and the very latest in research developments and technologies. Hence, due to these reasons, I chose to study at this education provider. After completing the course, I will resume my professional life as a **service-oriented economic researcher**. The main focus of my work will be on removing the adversities caused by poverty

In the program for **Master of Arts in International Business and Economics**, I will gain knowledge about the psychological aspects that impact decisions related to finance and investment tactics. I will assess the influence of cognitive biases on both market results and personal investment decisions. I will learn about the advancements and current direction in digital finance, with a particular emphasis on how fintech and digital currencies are shaping today's financial environment. Additionally, I will acquire knowledge about the organization and operation of financial markets, such as market tools, trading processes, and regulations. Moreover, I will gain knowledge on creating and executing efficient management control systems, evaluating their impact on meeting organizational objectives and performance metrics. I will also gain an understanding of competition policy and economic regulation, analyzing how regulatory actions impact market efficiency and consumer well-being.

Additionally, I delve into international monetary system dynamics and exchange rate mechanisms, studying how monetary policy affects global economic stability. Furthermore, I will grasp the intricacies of overseeing human resources on a global scale, which involves dealing with cultural differences, international employment regulations, and managing talent worldwide. In addition, I will learn how individuals and groups behave in organizations, taking into account how organizational structures, cultures, and leadership influence performance.

I believe that I have satisfied all the conditions to be granted with admission in your esteemed university. Kindly grant merited consideration to my application and give me an opportunity to study in your university. I look forward to a positive reply on my application.

Yours truly

Kusum, Shivanagar Purushothama