

Letter of Motivation

Introduction

My name is **Krishnan, Narayanan** and I am writing this letter to apply as a student in the **MBA program** in **PFH – Private University of Applied Sciences**. I am a Computer Applications graduate to utilize my academic performance along with my industrial experience in the field of IT and at the same time achieve my managerial objectives through your esteemed **MBA program**.

Academic, Professional Experience, Training, Technical Certification, & Extra Curriculum Activities

I am a graduate with a **Bachelor of Computer Applications** from the University of Madras, Chennai and I scored a **CGPA of 8.27** equivalents to a **German grade of 1.87**. I undertook courses in Programming in C& C++, Python practical, Data Communication, and Networking, Software Testing, and Web Technology thus giving me a sound grounding in computing and software. However, I got **73.66%** marks when I was in **12th grade** as a **German grade 2.22** including Tamil, English, Physics, Chemistry, Computer Science, and Mathematics. The marks I got were **93.2%** in my 10th grade, including schools teaching Tamil, English, Mathematics, Science, and Social Science. In my academic career, I have been trained through internships and other training programs which made me gain experience. For instance, I **interned** at **Winways Complete Open Source Pvt. Ltd.** from July 1 to July 21, 2021, and my main area of concern was to study and work on **JavaScript**. This internship allowed me to be exposed to front-end development thus enabling me to improve on my scripting and web knowledge and skills. I also successfully attended a **Training Programme in Computer Hardware and Networking** at Guru Nanak College to enhance my technical knowledge.

At present, I am serving as a **Programmer** at **Tata Consultancy Services**; coordinating and maintaining software updates, liaising with other departments/branches for analyzing technical glitches, and implementing the Local Area Network, making it efficient and secure for Information Technology. They have helped me to enhance my problem-solving skills and also expanded my knowledge about how information systems work in a business organization. Additionally, I have earned several **technical certifications** that complement my academic background. I completed a "**Short Term Industry Ready Program**" in Linux, implemented by Ethnus Consultancy Services Ltd. in association with DXC and the Nasscom Foundation. Furthermore, I completed all the requirements for "**Mobile App Development**" through an assessment administered by ICT Academy on August 30, 2021. These certifications have provided me with practical skills in Linux systems and mobile app development, further preparing me for advanced studies and professional challenges. My involvement in **extracurricular activities**, such as receiving a Certificate of Appreciation for Voluntary Blood Donation at the Government Blood Bank in Tamil Nadu and participating as an NSS Student Volunteer in the event "**Marathal Thagumo** - a Tribute to the **Indian Armed Forces**," has instilled in me a strong sense of responsibility, teamwork, and community service. Also, I have achieved an overall **7.0 (CEFR level: C1) band score** in the **IELTS exam** which proves my English language skills.

Why Master of Business Administration?

The **Master of Business Administration** program offered at **PFH** is ideal for my need to achieve the combination of technical know-how and managerial professionalism. This is because leadership, strategic management, and global business perspectives form part of the curriculum, and is my desire to secure leadership positions within the IT industry. It is the problem-solving aspect of the core subjects such as business ethics and financial management that prepares me to deal with the business environment as it is today. The program also provides a richer education on organizational behaviour, which is very imperative in the management of people in an organization. This **MBA's** notable emphasis on applicability makes its learning applicable to solving real-world business problems without much difficulty. My experience in analyzing global business strategies will also help to strengthen my readiness to work within an international environment. It can be said without a doubt that all the components of **PFH's** educational model will help me on my way to realizing my professional goals.

Why Germany?

Germany is deemed one of the powerhouse countries in terms of Quality education, particularly in the field of business and management. The country is financially sound technologically advanced eulogized research-minded and inclined to new concepts thus the reason it would be appropriate to pursue further education here. Furthermore, it is multicultural and as such, the student later has an opportunity to fully develop his or her creative and collaborative skills with fellow students from different parts of the world. Because it is a country of various international companies and start-ups I will have an exclusive opportunity to learn from and interact with different people in the field. Moreover, the values that regulate the German business environment reflect my work priorities and personal beliefs towards sustainability and ethical business as well.

Why PFH – Private University of Applied Sciences?

Regarding the choice of universities, I have a kind of preference toward **PFH – Private University of Applied Sciences** because of the highest quality of education and focus on the promotion of the entrepreneurial mindset. One of the most crucial aspects among the offerings of the **PFH** is its focus on the professional preparation for the students which is based on the case study method, internships, and cooperation with businesses, as well as small group learning and direct interaction with tutors. Also, the latest technology in facilities and equipment at this university will be useful to me academically and professionally. Another key advantage of the university is that it has close links with the business world and is situated in Germany – a country that is very conducive to business and career opportunities. I am sure that with the help of the **PFH**, I will be able to gain all the necessary knowledge and obtain the desired occupation.

Conclusion

In conclusion, joining the **MBA program at PFH – Private University of Applied Sciences** is exciting for me. So, I know that with the help of this program, I will be prepared for the future as for successful business life and career goals of a working professional. I am ready to join **PFH** and take advantage of all the opportunities and experiences that are here for me and I am ready to do my best to develop myself and get the knowledge that I need for further successful work in the sphere of business management. I consider it a great prospect to be part of **PFH** and add to the legacy that the institution has fostered. Thank you for considering my application.

Yours sincerely,

Krishnan, Narayanan