

STATEMENT OF PURPOSE

I am **Ashutosh Laxman Choudhari** from Bhosari, Maharashtra, India. I would like to apply for the **International Business and Economics (M.A.)** program at **Hochschule Schmalkalden, Germany**.

Academics: I completed my Secondary School Certificate Examination (Class 10th) in March 2018 with a score of 91.20% (German Grade: 1.41) from the Maharashtra State Board of Secondary & Higher Secondary Education. In February 2020, I completed my Higher Secondary Certificate Examination (Class 12th) from the same board. Recently, I graduated with a **Bachelor of Business Administration degree** from MIT World Peace University, Pune, in April 2023, achieving a **CGPA of 9.01 (German Grade: 1.50)**. These academic achievements demonstrate my dedication and ability to excel in my studies. I also participated in the **European Immersion Program** organized by Institut Mines-Telecom Business School and the **Business Bazaar Competition** organized by MIT-WPU School of Management.

Professional Experience: My professional experience has significantly contributed to my understanding of business and marketing. From June 2023 to April 2024, I worked as a **Marketing Analyst at Swapsoft Sghitech Pvt. Ltd.** in Pune. My responsibilities included gathering and analysing data to help promote the company's products and services. Additionally, I completed internships that provided practical experience in sales, marketing, and social responsibilities. At **Shree Enterprises**, I worked as a Sales & Marketing Intern, where I was involved in marketing campaign planning and execution. At **Arise Vishwa Society**, I participated in a social internship focused on women's empowerment. These experiences have equipped me with practical knowledge and skills relevant to my field of study.

Motivation for the Program

- I will gain in-depth knowledge of **Behavioural Finance and Investments**, enhancing my ability to make informed financial decisions.
- The module on **Digital Transformation and Data Value** will help me understand the impact of digital technologies on business processes.
- **Digital Finance** will provide insights into emerging financial technologies and their applications.
- Learning about **Financial Markets** will enable me to analyse and navigate complex market dynamics.
- **Investment Appraisal** will equip me with the skills to assess the viability of investment opportunities.
- **Management Control Systems** will enhance my ability to design and implement effective control mechanisms in organizations.

Attraction to Germany: Germany is known for its excellent education system and strong economy. The country is home to many leading universities and offers high-quality education and research opportunities. Germany hosts over 370,000 international students, making it a diverse and vibrant place to study. Additionally, Germany's emphasis on innovation and technology aligns with my interest in digital finance and transformation. The country's rich cultural heritage and history also make it an appealing destination for international students.

Fit with the Institution: Hochschule Schmalkalden is an ideal choice for me due to its strong focus on international business and economics. The university is well-ranked, being 141st in Europe University Rankings - Western Europe 2024. It is renowned for its high-quality education and research facilities. The university's values of academic excellence, innovation, and global perspective resonate with my personal and professional goals.

Future Goals: My goal is to work as a **Financial Analyst** in a reputed company in India, such as **Tata Consultancy Services or Infosys**, where I can apply the knowledge and skills gained from this program.

Conclusion: I am confident that the International Business and Economics (M.A.) program at Hochschule Schmalkalden is the right choice for my academic and professional development. I am fully prepared to take on the challenges and opportunities that this program and studying in Germany will offer. Thank you for considering my application.

Ashutosh Laxman Choudhari