

Respected Admissions Committee,

This letter is to formally apply for admission to the **Master of Arts in International Business and Economics program at Hochschule Schmalkalden**. My name is **Omkar Mahesh Khadapkar**, having solid educational and quite practical knowledge, I am sure that this program will provide me with a vast opportunity to develop my knowledge and skills in the sphere of international business. I completed my **Bachelor's in Management Studies from the University of Mumbai**. My **IELTS overall score is 6.5 bands**.

I have practical experience in my profession as a **Social Media Executive at Loktantra Mediatech Pvt Ltd**. Doing a job for digital marketing, content creation, and social media platforms. During my experience, I have learned how to design social media calendars, cooperate with influencers, and use data analysis for campaign improvement. It has also helped me to understand the fact that international business is not a static entity but it is a constantly changing field and thus strengthens my desire to join the course.

Further, I have skills in Microsoft Office applications which include **Excel, PowerPoint, and Word**. All these skills have been advantageous in my academic and working life as they help me in analyzing data, designing good presentations developing and efficiently presenting ideas.

Why Germany and Hochschule Schmalkalden?

Germany is considered the world's fourth-largest economy with robust and active international business interactions, which makes it a suitable country to learn International Business and Economics. Large-scale industries, an export-oriented economy, successful multinational companies operating within the country, and a student population equipped with practical knowledge are some of the most effective features in the country which make the environment proper for the student who wants to make their career in international business operations. Currently, the German education system especially the business and economics courses is regarded as international standard, competitive, and research-oriented. Education in Germany allows obtaining truly fresh and up-to-date information, the opportunities to use modern educational resources, and work with professors and tutors who are leaders and initiators of their further advancements. Also, the Germans' multicultural and diverse university and city environment exposes the students to different cultures, opening doors for interaction and making different valuable international networks that are very crucial in the current interconnected business systems.

Due to the comprehensive course offering, applied focus, and successful collaboration with businesses, **Hochschule Schmalkalden** makes an ideal institution for obtaining an M.A. in International Business and Economics. The university's program is elaborate, intending to develop the students' knowledge of the global economy, and cultural issues in conducting international business. Actual cases and projects, as well as opportunities to intern for multinational companies, add practical experiences to what students learn theoretically. The university's strategic partnerships with the industry and the focus on the internationalization of education provide the students with excellent opportunities for developing an international business mindset, gaining multicultural skills, and establishing connections that will help them quickly advance in their careers within the global business world.

Motivation and Future Goals:

My reason for considering this master's program is based on a deep need to acquire a more extensive technical understanding of concepts and practices such as **international trade policies, the international supply chain, international financial transactions, and business intelligence for the operations of multinational organizations**. Through attaining these domains, my goal is to gain a competitive advantage in dealing with the challenges emerging in the global environment of business. In addition, the program's focus on cases and projects will prepare me to sharpen my analysis skills and problem-solving skills to address complex business issues. As important as that is, the multicultural learning environment shall enable me to develop my intercultural competence as well as leadership skills needed to excel in multicultural groups and organizations across the globe.

After studying in this program, I would like to be employed in an international organization such as **Siemens, Volkswagen, or Bosch**, where will be utilizing the acquired knowledge and skills in international business management. In the next five to ten years my goal is to be a strategic leader in the field and secure a higher position like that of an **International Business Development Manager or a Global Operations Director**.

In conclusion, the ambition and the readiness to start up the International Business and Economics (M. A) program at Hochschule Schmalkalden is triggered deep within my heart. After the delicate analysis based on my academic background, experience, and devotion, I am now well-prepared to succeed in this program and to enhance the academic environment of your prestigious university. I am very much looking forward to the possibility of explaining more detailed my candidature.

Thank you for your consideration.

Sincerely,

Omkar Mahesh Khadapkar