Letter Of Motivation

My name is **Manasi Verma**, and I hold a Bachelor's degree in Fashion Technology from the National Institute of Fashion Technology, India, completed in 2019. I am writing to express my strong interest to pursue the **M.Sc Psychology with focus on Cognitive Neuroscience at Ruhr University Bochum.**

Why Ruhr University Bochum – There are various strong reasons for applying to your university. First off, your university is well known for its outstanding staff and state-of-the-art cognitive neuroscience research facilities, providing a perfect setting for both intellectual and personal development. The teaching methodologies' multidisciplinary approach here is a fantastic fit for my academic and professional interests, giving me a thorough comprehension of my subject. The chance to work in an engaging academic environment with varied classmates from around the globe is priceless for widening my horizons and improving my educational experience.

Qualifications – While studying, I interned at Arvind Ltd, Ahmedabad and Shahi Exports Ltd, New Delhi. Upon graduation, I joined MA'AM Arts as Industrial Engineer /PPC Executive and worked till January 2020. From February 2020 to August 2021, I then worked as Merchandiser at Opus Fashion Pvt Ltd. Currently, I am employed at Amazon Development Centre (India) as Senior Associate - Catalog since June 2022. To demonstrate my language proficiency, I have successfully passed the **IELTS exam with an overall band score of 7.5.**

Reason To Choose This Program – My motivation to learn more about the complexity of cognitive neuroscience has been greatly influenced by my journey from studying fashion technology to working in a variety of professions. My internships opened my eyes to the mapping and reporting procedures used in manufacturing, which piqued my interest in how people think and make decisions in industrial environments. Afterwards, my professional encounters intensified my curiosity about comprehending the psychological elements impacting customer conduct and organizational structure.

I firmly believe that finishing this program will give me the knowledge and abilities I need to reach my professional objectives. My goal is to gain proficiency in cutting-edge research procedures so that I can make a meaningful contribution to the field of cognitive neuroscience. To tackle challenging real-world situations and intricate psychological phenomena, I would improve my analytical and problem-solving skills.

Career Goals – By completing this program, I am keen to bridge the gap between theoretical ideas and real-world implementations, eventually making significant contributions to my selected industry. My short-term goal is to use my newly acquired knowledge to improve customer engagement and operational effectiveness at top fashion companies. In the long term, I see myself taking on a leadership position where I can shape market trends and encourage diversity and sustainability in the fashion ecosystem.

Why Germany – Germany is a great place to pursue higher education since it has become a global center for academic achievement, innovation, and cultural variety. The country's commitment to research and innovation, along with its vibrant academic community, provides an unparalleled learning environment conducive to intellectual growth and professional development. Additionally, Germany's strong economy and numerous opportunities for international students offer a promising foundation for launching a successful career in cognitive neuroscience.

In conclusion, I am eager to embark on this transformative journey at your university, where I am confident that I will receive the guidance, resources, and support needed to fulfill my academic and professional aspirations. Thank you for considering my application. I look forward to the opportunity to contribute to the vibrant academic community at your esteemed institution.

Sincerely,
Manasi Verma