

## **STATEMENT OF PURPOSE**

Through this Statement of Purpose, I would like to delineate my intention to seize a seat in your university. In this statement, I wish to convey my interest in gaining acceptance to the M.Sc. program in **International Management and Psychology at Rhine-Waal University of Applied Sciences**. In our modern, interconnected society and constantly changing work environments, the significance of human factors in reaching success cannot be denied. Creating innovative products necessitates a combination of robust business acumen and a profound understanding of human behavior, motivation, and creativity. The fusion of management skills and a profound knowledge of psychology will serve as a potent asset for encouraging and leading in the corporate realm.

During this program, I will gain a strong theoretical understanding in organizational, social, and consumer psychology, as well as behavioral economics and organizational development. I will acquire enhanced research abilities in change management and intercultural management, equipping me to examine intricate organizational dynamics. Moreover, I will concentrate on developing skills in strategic management, organizational consulting, and leadership communication, crucial for effectively navigating varied operational settings. It equips students with the skills necessary to succeed in today's globally interconnected marketplace by combining psychological principles with real-world business scenarios. After completing this program, I look forward to exciting opportunities to pursue a career in managerial and advisory roles as **an organizational psychologist or human resources organizational development manager**.

In terms of academics, I completed my **Secondary School Examination (Class 10th)** in 2013 from the Central Board of Secondary Education in India, achieving a **CGPA of 9.8 (German Grade – 1.10)**. Following this, I passed the **Senior School Certificate Examination (Class 12th)** in 2015 with a decent score. Afterwards, I pursued a **Bachelor of Fashion Technology at the National Institute of Fashion Technology** in India from 2015 to 2019. Along with this, I took the IELTS exam on August 5, 2023, achieving an overall score of 7.5 (CEFR Level C1). Additionally, I interned at **Arvind Limited in Ahmedabad, India**. During this internship, I gained valuable insights into process mapping and reporting within the denim fabric manufacturing process. I also had the opportunity to intern at **Shahi Exports Pvt. Ltd. in New Delhi, India**. Here, I focused on fast-tracking operations training to reduce needle breakage frequency, implementing value stream mapping for lean manufacturing, and automating skill matrix and auto-manning processes.

I started my professional career as an **Industrial Engineer/PPC Executive at Ma'am Arts**, managing product defect analysis, vendor relations, and shop floor operations from June 2019 to January 2020. From February 2020 to August 2021, I worked as a **Merchandiser at Opus Fashions Pvt Ltd**, focusing on customer relationship management, e-marketplace monitoring, technical analysis reporting, and production costing. Since June 2022, I've been a **Senior Associate – Catalog at Amazon Development Centre (India) Private Limited**, where I enhance customer and seller experiences through defect analysis, quality control, and technical fit analysis for apparel exports.

One of the most important reasons to choose **Germany** to study is because of the high quality of education. In Germany, I will be able to find extremely warm and welcoming people who come from varied ethnic groups with different cultures and lifestyles. It has a multicultural environment, thus ensuring friendliness, inclusivity, and providing a wholesome experience. In addition to this, I will have great international exposure and personalize my skills in a multicultural environment. It is home to some of the world's greatest universities. Due to the availability of ample research facilities, most current technologies, and global exposure, I will be well equipped in terms of practical knowledge by interacting with a diverse set of like-minded individuals. It not only provides quality education but also focuses on understanding concepts rather than memorizing theories. It is renowned for its dynamic and progressive education system, promising up-to-date learning on any given topic and offering a modern and safe lifestyle. All of these factors influenced my decision to study in Germany.

I selected the **Rhine-Waal 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. Its unique approach to education is academically rigorous but also grounded in practical application that is highly relevant to the students, stakeholders, and industry. 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 the Rhine-Waal University of Applied Sciences

I look forward to being guided on this path by the illustrious Rhine-Waal University of Applied Sciences and sincerely hope that the admissions committee will recognize me as a worthy candidate for the program.

Regards,

**Manasi, Verma**