

LETTER OF MOTIVATION

My name is **Maelona Euphemia Amanna**, an Indian citizen born on **January 20, 2003**. I am writing to express my sincere interest in pursuing a **Master of Arts in International Business and Economics at Schmalkalden University of Applied Sciences, Germany**.

Germany has long been known for having top-notch educational institutions, especially for business and economics. Some of the best universities in the world are located in the nation and provide the ideal balance of academic expertise and real-world experience. Germany is a great place to pursue higher education in this field because of its strong economy, international business hubs, and the chance to study under highly qualified professors.

I completed my secondary and senior secondary education from the Central Board of Secondary Education in 2019 and 2021 respectively. Currently, I am pursuing a **B.A. (Hons) in Business with International Business Management** at Westford University in partnership with Liverpool John Moores University, UK. Regarding my linguistic proficiency, I have passed the **IELTS exam with a score of 7.0 bands** and completed a course in **German A1 Level from Cambridge Institute, achieving a score of 75/100**.

In addition to my academic qualifications, I have actively participated in **extracurricular activities**. I took part in the Pariksha Pe Charcha 2021, an initiative by the Government of India. I have also completed the SW47xc Entrepreneurship in Emerging Technologies course, receiving a passing grade, and earned a Certificate for support in a marketing and communication campaign.

During my undergraduate studies, I became interested in the international business landscape and its effects on the economy. My desire to learn more about international trade, global marketing tactics, and economic policies was piqued by taking courses on these topics. My motivation for pursuing a **Master's degree in International Business and Economics** stemmed from the ever-changing landscape of international business, which presents both opportunities and challenges. I think pursuing further education in this area will provide me with the knowledge and skills I need to make a meaningful contribution to the international business world.

In the future, I hope to work in international business consultancy, assisting organizations in navigating the complexity of global marketplaces. Making plans that enhance global corporate operations and economic growth is my aim. To fulfil my professional goals, this program will provide me with a thorough understanding of economic theory and worldwide business processes.

My professional objectives are ideally aligned with the program's curriculum, which includes modules on international finance, global economic policies, and strategic management. I will be able to obtain practical experience and apply theoretical knowledge to actual business circumstances thanks to the program's emphasis on practical learning through internships and real-world projects. This blend of academic rigour and practical application is what motivated me to choose this program specifically.

I am also particularly inclined towards **Schmalkalden University of Applied Sciences** for several reasons. Firstly, the university's significant concentration on applied sciences guarantees that students are adequately prepared for professional life. Second, the program's international focus attracts a broad cohort of students, resulting in a vibrant cultural and academic atmosphere. The university's contacts with diverse businesses provide numerous opportunities for internships and networking, both of which are essential for career advancement. Finally, the strategic location and supportive academic community make it an excellent choice for concentrated and intensive learning.

Finally, I am convinced that Schmalkalden University of Applied Sciences' M.A. International Business and Economics program will help me reach my academic and professional goals. I am excited to contribute to and learn from the great instructors and peers at your university.

Thank you for considering my application. I look forward to the opportunity to be a part of Schmalkalden University of Applied Sciences.

Sincerely,
Maelona Euphemia Amanna