

STATEMENT OF PURPOSE

Financial literacy has become increasingly important as people today are more aware of the need to manage their finances effectively. Making sound financial decisions and achieving financial stability are crucial for our future. Not only individuals, but companies also struggle with financial management, which is where financial advisors play a crucial role. These professionals specialize in creating personalized financial plans to help clients reach their goals. They cover everything from investments and savings to insurance and tax strategies. Looking at the skills of these professionals, I believe I can contribute to the financial landscape with my knowledge and studies. Incorporating strategic risk management and using techniques like predictive analytics make finance dynamic and interesting. Overall, finance has a promising future, and I'm excited to pursue a **Master's program in Finance** at **FH Schmalkalden University of Applied Sciences**.

Germany is a place where quality stands second to none and so is their educational system. It is on the top list of the world's best countries to pursue education. Also, living here will be a treat for me as I can experience a different culture and a different ethos. This will surely improve my interaction abilities and adaptability skills to make me ready for global work needs. Its curriculum provides global know-how of contemporary areas and thereby makes students career-ready. Here universities are top-ranked and internationally acknowledged. I find most German universities to be student-friendly and to provide a safe living and learning environment. All these precisely helped me to choose Germany as my final study destination and I am very happy with my decision.

Coming to the point of choosing a university for studies, I find that **FH Schmalkalden University of Applied Sciences** provides the best study experiences to its students. It is one of Germany's leading universities and here teaching is inspired to have a global impact at large. The robust emphasis on practical, personal, and flexible learning is what makes the university unique and here students can rely fully on their professional journeys and career growth support. The instructors and lecturers are the assets of the university and I would find myself privileged to study under their guidance. It is safe and friendly and has a multicultural student community. It has strong industry links, which reassures me that I will receive industry-relevant and industry-based education. There is also a significant Indian community in this institute which should help me integrate more quickly. All these factors convinced me to choose **FH Schmalkalden University of Applied Sciences**.

Briefly describing my prior academic background, I completed my **Class 10th with a CGPA of 9.2 and Class 12th with 91.23% in 2016 and 2018 respectively**. Afterward, I graduated with a **Bachelor of Commerce** from the University of Mumbai in December 2021 **with a CGPI of 8.78**, and then pursued a **Master of Commerce (Banking and Finance)** at the same university, graduating in **July 2024 with a CGPI of 9.94**. My language skills include proficiency in both English and German. In English, I achieved an **overall score of 8.0 on the IELTS test**. In German, I hold the **Goethe-Zertifikat A1 Level & A2 Level**. I'm currently working **as an Associate at Randstad India Pvt. Ltd., Chennai, India**, since February 8, 2023. My responsibilities include preparing and delivering reports to clients containing both financial and non-financial parameters. My extracurricular activities include completing online courses from NSE Academy Limited on topics such as Technical Patterns, Trading Strategies, Currency Options, and more. I also completed the Investment Banking Virtual Experience Program from Forage and courses in Foreign Trade and Data Analytics for Non-Technical from Mulund College of Commerce. Additionally, I passed the NISM Series-XV Research Analyst Certification Examination and the Maharashtra State Certificate in Information Technology (MS-CIT).

Through the **Master of Science in Finance** course, I will learn about psychological factors in financial decision-making and how to apply behavioral finance theories to investment strategies. Moreover, I will learn to use digital technologies to transform business processes and create value from data. Additionally, I will acquire the ability to analyze financial data using econometric methods and develop financial models. I will also learn how to assess and manage financial risks and uncertainties by applying economic theories. Furthermore, I will study the dynamics of digital markets and their impact on market structures and financial practices. I will also gain an understanding of various financial instruments and their role in investment strategies and risk management. I will also learn about international business taxation principles and their impact on multinational operations. Additionally, I will develop skills in evaluating investment opportunities using appraisal techniques and making informed decisions. I will also understand how to design and implement management control systems and assess their effectiveness. Furthermore, I will gain an understanding of sustainable finance principles and their impact on financial decision-making. Lastly, I will learn how to conduct asset and business valuations using financial analysis techniques and interpret financial statements to assess performance and value.

Upon finishing the course, I aspire to become a **Financial Advisor**. In my capacity as a financial advisor, I will analyze clients' financial needs and provide customized recommendations to help them achieve their financial goals. I will develop comprehensive financial plans that encompass investment strategies, retirement planning, tax optimization, and estate planning. I am confident that my potential will be developed to its full capacity if I can continue my studies at your university. Thanks for your time and consideration I hope the above statement of purpose will help me in getting my admission to your reputed education provider.

Yours truly,

Riya Nikhil, Tipnis