

STATEMENT OF PURPOSE

I am writing this letter to express my sincere interest to attain a student visa for pursuing the **MA International Management program** at the prestigious **IU International University of Applied Sciences** in Germany. My name is **Ashik Gowda KS**, and I hold an Indian passport (Passport No. **xxx**). I have been offered admission to the **MA International Management** program, which will commence on **xxx** and require my physical presence at the University. I have already completed **xx ECTS** online and I will be completing rest of the semester on-campus.

Regarding the admission process, I have completed all the necessary formalities and paid the required fees of **xxx** to the university. The language of instruction for the program is English, and I have demonstrated my English proficiency by scoring **xxx in the xxx** (English Proficiency Test).

Academics:

I have a strong academic background, having completed my Bachelor of Business Administration from St. Joseph College Hassan in 2022. Additionally, I pursued SEBA (Statistics, Economics, Business, Accountancy) from Shree Ramakunjeshwara PU College, Ramakunja, Puttur, D.K. in 2018. Before that I completed my secondary education from Sushikshitha High School in 2016. Throughout my academic journey, I have consistently demonstrated a keen interest in business studies and have actively participated in various co-curricular activities to enhance my skills.

Background and Realization:

During my undergraduate studies, I had the opportunity to interact with students from diverse cultural backgrounds. This exposure sparked my interest in understanding the nuances of cross-cultural communication and management practices. I realized that in today's globalized business environment, having a deep comprehension of international management strategies is crucial for success. This realization motivated me to pursue further education in this field, and the MA International Management program at your esteemed university aligns perfectly with my aspirations.

Motivation for the Program:

Here are some of the key benefits that have motivated me to pursue this program:

- I will gain comprehensive knowledge of international business strategies and cross-border operations.
- I will develop strong intercultural communication skills to lead diverse global teams effectively.
- I will learn to navigate the complexities of managing multinational operations and supply chains.
- I will understand the legal, ethical, and regulatory frameworks governing international trade and commerce.
- I will enhance my analytical abilities to make informed decisions in dynamic global markets.
- I will explore emerging markets and their potential impact on global business dynamics.
- I will acquire expertise in strategic planning and risk management for international organizations.
- I will develop a global mindset and cultural intelligence for successful international business ventures.

Program Specifics:

The well-structured curriculum, spanning four semesters, covers a wide range of relevant topics:

Semester 1	Semester 2	Semester 3	Semester 4
Managing Across Borders	Leadership	Strategic Management	Master Thesis & Colloquium
Advanced Research Methods	International Marketing	Seminar: Current Issues in International Management	
Intercultural Management	Negotiation	M.I.M Electives (Choose 2)	
Performance Measurement	International Financial Management		
Applied Statistics	International Financial		

Semester 1	Semester 2	Semester 3	Semester 4
	Accounting		
Business Ethics and Corporate Governance	Seminar: International Human Resource Management		

Attraction to Germany:

Germany has consistently been a frontrunner in innovation, technological advancements, and economic growth. According to the World Economic Forum's Global Competitiveness Report 2023, Germany ranks 8th globally in terms of overall competitiveness. The country is home to numerous world-class universities, with several German institutions featuring in the QS World University Rankings 2024. Germany's robust economy and strong international trade relations make it an ideal destination for studying international management.

Fit with the Institution:

The IU International University of Applied Sciences - MA International Management is an ideal choice for me due to its exceptional reputation and commitment to academic excellence. In the QS rankings 2021, IU International University of Applied Sciences received a top-notch score of 99/100, a requirement for inclusion in the ranking system. Furthermore, the university has received top rankings in the CHE University Ranking (2023-2024) for its business administration program, reflecting its industry-relevant curriculum and practical approach to education. The university's emphasis on interdisciplinary learning, global perspectives, and facilities aligns perfectly with my aspirations. The diverse student body and international collaborations provide valuable opportunities for cultural exchange and networking, essential for success in the global business arena.

Financial Preparedness:

As regards my financial capabilities, my parents would be sponsoring my education abroad. Towards this end, I have attached the following documents in support of my financial means:

- Blocked Account with a corpus of XXX Euro for a year
- My sponsor's Bank account statement of last six months with a closing balance: INR XXX
- Other liquid funds (FDs/PPF/ Mutual Funds etc.) aggregating: INR XXX
- Non-liquid funds through a property carrying an estimated value: INR XXX

Future Goals:

Upon successful completion of the MA International Management program, my goal is to secure a leadership role in a multinational corporation operating in India, such as Tata Consultancy Services (TCS), Infosys, or Wipro. In the short term, I aspire to work as an International Business Manager or Global Operations Manager, where I can apply my knowledge of cross-cultural management, strategic planning, and global operations. In the long run, I aim to advance to a senior executive position, such as Director of International Operations or Chief Global Strategy Officer, where I can contribute to the organization's global expansion and strategic decision-making processes.

Conclusion:

I am confident that the MA International Management program at your esteemed university will equip me with the necessary knowledge, skills, and experiences to excel in the dynamic field of international business. With my strong academic background, dedication, and passion for cross-cultural management, I am well-prepared to embrace the challenges and opportunities that this program offers. I am grateful for the chance to pursue my dreams and contribute to the global business community.

Thank you for your consideration, and I look forward to your positive response.

Sincerely,

Ashik Gowda KS