

## LETTER OF MOTIVATION

Thank you very much for taking the time to review my application. I hope that this Statement will find you well. I am writing today to supplement my application for a position in the entering class of **FH Schmalkalden University of Applied Sciences with a keen interest in pursuing a master's degree in International Business and Economics (M.A)**. Economics plays a crucial role in understanding the fundamental aspects of human behavior and the driving forces behind the decisions made by both nations and individuals in our interconnected world. It is a discipline that significantly influences the standard of living worldwide. I am convinced that economics is the key to improving the quality of life for people everywhere. By delving into the realm of economics, we gain valuable insights into the core motivations of nations and their citizens. With the ongoing process of globalization, economists face increasingly complex challenges in finding effective solutions to persistent economic problems. I am eager to seize this opportunity and pursue a career in the field, preferably as a **financial advisor**.

In the **Master of Arts in International Business and Economics program**, I will understand the psychological factors that influence financial decisions and investment strategies. Additionally, I will evaluate how cognitive biases impact market outcomes and individual investment choices. I will also study the evolution and current trends in digital finance, specifically focusing on the role of fintech and digital currencies in the modern financial landscape. Furthermore, I will gain insights into the structure and functioning of financial markets, including market instruments, trading mechanisms, and regulatory frameworks. I will also learn how to design and implement effective management control systems, analyzing their role in achieving organizational goals and performance standards. Additionally, I will understand the principles of competition policy and economic regulation, examining the effects of regulatory interventions on market efficiency and consumer welfare. Moreover, I will explore the dynamics of international monetary systems and exchange rate mechanisms, analyzing the impact of monetary policy on global economic stability. Additionally, I will understand the complexities of managing human resources in a global context, addressing cultural diversity, international labor laws, and global talent management.

Going back to my academic history, I completed my **Secondary School Examination (Class 10th)** in April 2017 from the Central Board of Secondary Education (CBSE), India, with a grade of **10 CGPA (German grade: 1)**. In March 2019, I finished my **All India Senior School Certificate Examination (Class 12th)** from the same board with a **grade of 93.8% (German grade: 1.28)**. Subsequently, I earned my **Bachelor of Economics degree from the University of Hyogo in Kobe, Japan**, in September 2023, graduating with a grade of **3.72/4 (German grade: 1.28)**. On September 24, 2022, I took the **TOEFL examination and achieved a total score of 97 out of 100**.

Additionally, I have received academic excellence certifications from the School of Economics and Management for multiple years. Additionally, I achieved first place in the Science Stream with a high score. Furthermore, I completed KUKKIWON'S 2nd Poom Taekwondo Promotion Test and KUKKIWON'S 1st Poom Taekwondo Promotion Test. As part of the Global Business Course at the School of Economics and Management, University of Hyogo, I conducted a project titled "The Impact of Foreign Direct Investment (FDI) Inflow on Economic Growth of India." Apart from this, **I interned at Furuno Electric Co., Ltd.** in the Product Planning and Marketing department. During this short-term internship, I gained insights into the company's operations, major products, and market position in the marine industry. Since October 2, 2023, **I have been working at Furuno Electric Co., Ltd.** in the **Marine Electronic Products Division**, specifically in the Product Planning and Marketing Department. My responsibilities include working in the Strategy Planning Section, conducting data analysis using Tableau to create market reports on the Merchant Marine Industry, and creating fleet lists for the Merchant Marine Market.

I did a lot of research on countries that offer the courses I'm interested in and have a good reputation in the field of education. I decided to shift my studies to Germany after weighing my possibilities. Germany's welcoming, multicultural atmosphere, top-notch educational system, and high standard of living are just a few of the reasons why many international students decide to study there. Even for myself, there are numerous reasons why I should further my education in Germany. It is one of the most popular and rapidly growing study destinations for international students. It's also reassuring to know that Germany has world-class universities with high academic standards. The German education system practices modern and practical teaching and learning methods. The entire teaching and learning experience in Germany is focused on delivering industry-oriented training, making the students industry-ready as soon as they complete their studies. These reasons all praise me for choosing Germany as my study destination for my higher education.

After spending ample time in research, I found **FH Schmalkalden University of Applied Sciences** to be in line with my aspirations. The curriculum of the academy is its main attraction; as it aims to constantly align with the current needs of the industry. I know that the institute's curriculum is creative, strongly industry-linked, and includes subjects that are in line with my qualifications. It has an active alumni network which is an additional factor that encouraged me to select this provider. Finally, the culturally diverse environment of the University is beneficial to developing my perspective. Furthermore, it offers a unique combination of theoretical and practical learning classrooms offering a wide range of industrial-relevant programs. Additionally, it has a diverse community of international students, which will provide a rich learning atmosphere. All these factors convinced me to choose this education provider.

I hope this letter will address all the questions required to confirm my admission to your esteemed institution. I would be highly obliged if I could be a part of such a wonderful university.

**Anushka, Shukla**