

## **STATEMENT OF PURPOSE**

Since 2021, I've been diving into the world of business through my Bachelor of Management Studies. This journey has sparked a passion for international markets, marketing strategies, and the thrill of building something new. This application is my roadmap to navigate these exciting fields at **Otto von Guericke University Magdeburg for Master's in International Management, Marketing, and Entrepreneurship**.

My academic foundation is rooted in a strong performance in the Indian education system. I secured a 71.60% in my Class 10th exams (Senior School Certificate Examination) held by the Maharashtra State Board of Secondary and Higher Secondary Education in Pune, India (April 2018 - March 2019). Building on that, I achieved an 86.17% in my Class 12th exams (Higher Secondary Certificate Examination) conducted by the same board (April 2020 - March 2021). Currently, I'm pursuing a **Bachelor of Management Studies** at the University of Mumbai (August 2021 - Present) and have consistently maintained a high CGPA of 9.62 (equivalent to a 1.19 on the German grading scale) through the first five semesters. This program has provided a well-rounded business education, encompassing subjects like Introduction to Financial Accounts, Business Law, Principles of Marketing, Business Environment, and Consumer Behaviour.

Beyond academics, I actively participate in activities that broaden my skillset and fuel my passion for business. I was awarded a Certificate of Merit for securing second place in my class during the 2022-2023 academic year, demonstrating my commitment to academic excellence. My research interests are reflected in my participation in the "Intercollegiate Research Paper Presentation Competition" where I presented a comparative study on post-COVID food consumption preferences. Furthermore, I actively seek opportunities to develop practical skills, as evidenced by my completion of the "Advanced Excel" course with an A grade, honing my expertise in data analysis and manipulation. My dedication to continuous learning extends to participation in programs like the "E-Learning: Blackboard to Broadband" online course, showcasing my adaptability and eagerness to stay current with technological advancements.

My Bachelor of Management Studies has provided a solid foundation in business fundamentals, but the ever-evolving global marketplace demands a broader perspective. An international focus is key to my aspirations, and the **Master's in International Management, Marketing, and Entrepreneurship** at Otto von Guericke University Magdeburg perfectly complements my undergraduate studies. The program's emphasis on real-world case studies and industry collaborations aligns perfectly with my desire to bridge the gap between theory and practice. With this program, I will gain a comprehensive understanding of global business strategies and market dynamics. This program will enhance my skills in strategic thinking, market analysis, and innovative problem-solving. The program's learning outcomes, including expertise in cross-cultural marketing and international business development, will equip me for exciting career prospects like International Marketing Manager or Global Brand Manager at multinational corporations like Procter & Gamble or Unilever.

My decision to pursue this Master's degree at Otto von Guericke University Magdeburg is driven by its exceptional reputation for academic excellence and its strong focus on practical application. OGVU's strong global ranking (601-800 worldwide) and its position within Germany (46-48th) solidify my confidence in the university's commitment to delivering top-tier education. The University's international faculty and diverse student body create a stimulating learning environment that fosters intercultural understanding – a crucial skill for success in today's globalized world. Furthermore, the University's compact size and excellent student-to-faculty ratio ensure personalized attention and ample opportunities for mentorship, which are invaluable for my academic and professional development.

Germany's position as a powerhouse in the European economy, coupled with its reputation for innovation and technological advancement, makes it an ideal location to further my studies in international business. The country's strong emphasis on research and development fosters a dynamic business environment, while its central location within Europe provides unparalleled access to diverse markets. Additionally, Germany's rich cultural heritage and focus on sustainability deeply resonate with me, offering a chance to broaden my horizons both personally and professionally. Studying in Germany will not only equip me with the necessary skills but also immerse me in a vibrant and multicultural environment, allowing me to develop a deeper understanding of the global business landscape.

**Thank you for considering my application. I am looking forward to a positive response.**

**Regards,**

**Sakhi Satam**