**Motivated Letter**

At **OVGU Magdeburg**, I am **Sinchana Kashyap**, ready to work toward a **Master's degree in International Management, Marketing, and Entrepreneurship.** Starting at Christ University in Bengaluru, I finished my **Bachelor of Commerce** with an emphasis in Banking and Insurance. This curriculum gave me a strong basis in areas such Corporate Law, International Banking, and Financial Accounting. My passion in knowing the worldwide corporate scene grew with time, and it still drives me to want to keep learning in this discipline.

I have kept a good academic record across my academic career; my Bachelor's degree has a **CGPA of 8.81 (German Grade: 1.5).** With a score of **96.5% (German Grade: 1.1)** in the 12th Class and **90% (German Grade: 1.4)** in the 10th Class, my pre-university education likewise displays my dedication to greatness. These successes prove my will to learn and my capacity to shine in a demanding intellectual setting. Furthermore, my English competency shown by an **overall IELTS score of 8.0** guarantees that I can interact with the content of the program and converse with my teachers and colleagues.

My love of international management, marketing, and entrepreneurship has been stoked even more by my career experiences. Currently employed in the **CP Sales Department of Godrej Properties Limited**, I handle channel partner screening, networking, and sales target attainment via alliances. This position has sharpened my desire in a career in international business and given me insightful analysis of the business world. Understanding finance, customer experience research, and social media marketing has also been much shaped by my **internships at Apollo Hospitals and AGE19 Enterprises.**

I have actively participated in various workshops and extracurricular activities during my academic journey. I was awarded a certificate for my participation in an Introductory Workshop on **Corporate Soft Skills and Digital Skills** organized by Christ University. Additionally, I demonstrated strong leadership skills, receiving a Certificate of **Appreciation as the Audi Management Head** and a Certificate of Recognition as the **Head of the Student Welfare Office (Audi Committee) from Christ University’s Student Welfare Office.**

**OVGU Magdeburg's IMME program appeals especially to me because of its emphasis on practical learning and thorough course of study.** The courses on International Marketing, Strategic Management, and Entrepreneurship particularly thrill me since they will provide me with the knowledge and abilities required to excel in a worldwide company setting. The framework of the curriculum, which comprises international projects and seminars with corporate partners, will enable me to apply theoretical ideas in practical situations, therefore arming me for the demands of the business world. I also enjoy the chance to pick knowledge from foreign faculty members with both corporate and academic background.

**Germany's high standards and academic excellence have always been my first choice for further study.** Germany has a wide spectrum of courses to suit different academic interests and job aspirations, hence I wish to study there. Cities like Magdeburg, which provide a special mix of historical appeal and contemporary conveniences, have great cultural legacy and scenic beauty that I wish to explore. Studying in Germany will expose me to diverse civilizations, ideas, and points of view, thereby helping me to develop personally and professionally. My personal and professional objectives line up with a multicultural culture that celebrates efficiency and work-life balance.

**OVGU Magdeburg strikes me as unique not only for its academic standing but also for its great emphasis on practical learning and research.** The facilities of the university well-equipped libraries, labs, research centers will give me the tools I need to excel in my academics. The research initiatives and centers at OVGU Magdeburg, such the Center for Behavioral Brain Sciences and the Center for Dynamic Systems, particularly pique my curiosity since they present chances for meaningful study. The university's dedication to multidisciplinary research and cooperation with eminent organizations like the Max Planck Institute guarantees me that I will get a well-rounded education.

**After finishing the IMME program**, I want to be in positions such **management consultant, business development manager, or international marketing manager.** Working in Germany especially interests me since its booming economy and vibrant businesses present many chances for professional development. Leaders in their fields, companies including Siemens, BMW, and Deutsche Bank regularly hunt qualified experts. The information and abilities acquired from the IMME program will, in my opinion, help me to properly contribute to any company I work for and make wise decisions in a worldwide corporate environment.

**Finally,** I am sure that my academic background, work experience, and enthusiasm of international business qualify me for the IMME program at OVGU Magdeburg. The chance to participate in real projects, learn from seasoned academics, and be a part of a vibrant academic community excites me. Contributing to and gaining from the rich atmosphere at OVGU Magdeburg excites me; it also marks the next phase of my academic and career path.

**I am excited about the possibility to join your esteemed academy and about your reply on my application.**

**Yours respectfully,**

**Sinchana Kashyap**