**STATEMENT OF PURPOSE**

I, **Srinidhii Ganesamoorthy**, am writing to express my interest in the **Master’s in** **General Management** course at **PFH Private University of Applied Sciences**. This letter is a part of my official application for admission to your prestigious university, where I intend to extend my studies and widen my professional horizons.

Beginning at The British International School of Shanghai, where I finished my GCSE in June 2016 and IB Diploma in July 2018, my academic path was followed by a **Bachelor of Architecture at SRM Institute of Science and Technology in Tamil Nadu, India where I graduated in July 2023 with a CGPA of 7.63 (equal to a German grade of 2.42)**. This academic success speaks to my commitment and capacity to shine in a demanding classroom. I recently passed the **IELTS test in February 2024 with an overall band score of 7.0, therefore proving my language competency at the C1 level of the Common European Framework of Reference for Languages.**

I interned in interior design at Nova Interiors in Chennai from November 2019 until January 2020. I later worked as an architect intern at Interface Architecture in Coimbatore, from June to October 2022. These stints sharpened my ability to solve problems and gave me useful industrial knowledge. I have also attended seminars, most notably the virtual session Iconic Interiors ran in September 2023 on "Estimation, BOQ & Professional Practice". Beyond studies and internships, I have participated extensively in extracurricular activities. Over the 2018–2019 academic year, I placed second in badminton and first in throw ball. At an international conference in November 2022, I presented a paper on the architectural documentation of Vijayanagara Dynasty. My successes have been honoured with the Kajaria Meritorious Student Award 2023 for second in my Bachelor's degree, the IIA Medal for Best Outgoing Student 2023, and the Scroll of Honour Award under the ZF Foundation Scholarship 2023. I believe that my technical knowledge in many programs, including Auto-CAD, Sketch-up, Enscape, Twin-motion, Revit, and Lumion, will be very helpful in my next studies and work.

**My aim to combine my architectural knowledge with thorough commercial understanding drives me to seek the General Management degree at PFH.** This degree provides the ideal chance to acquire a complete awareness of **corporate strategy, human resource management, and specialised business administration disciplines**. Combining my design thinking with management ideas will help me to position myself especially in the junction of architecture and business, therefore opening interesting career opportunities in architectural **project management, sustainable urban development, and creative design consulting**.

The curriculum of the program, which emphasises strategic business management, creativity, and international governance, exactly fits my professional goals. The modules on **E-Business, Industrial Management and Logistics, and International Marketing** particularly pique my interest since they will provide me the tools I need to negotiate the more worldwide and digital character of the architecture and building sectors. Especially interesting is the inclusion of a **project work module including an 8-week internship** since it provides chances to apply theoretical knowledge in practical settings.

Selecting Germany for my further study is a choice motivated by the nation's stellar industrial and educational reputation. **With their creative ideas and environmentally friendly methods, Germany's "Mittelstand" businesses really appeal to me** given my expertise in architecture and passion in effective management systems. The **nation's leadership in Industry 4.0 and its dedication to the Sustainable Development Goals of the United Nations** fit quite nicely with my hopes to support environmentally friendly business practices in the building and design sectors. Furthermore, **Germany's central European location** and **close economic linkages to developing nations** present unmatched chances for global exposure and networking, which I find to be rather important for both personal and professional development.

For several very convincing reasons, PFH Private University of Applied Sciences is my first choice. Its reputation for quality of instruction is highlighted by its **accreditation by the Lower Saxony Ministry of Science and Culture since 1995 and by the Central Evaluation and Accreditation Agency (ZEvA)**. Given my conviction of the value of practical knowledge in management education, the university's emphasis on experiential learning appeals especially to me. With committed support for Indian students among other elements of its internationalising approach, **PFH shows its will to provide a varied and inclusive learning environment**. In the linked corporate environment of today, this global viewpoint is essential and exactly fits my international background and goals. Apart from several **distance learning centres spread around Germany and Austria, the university's two campuses in Göttingen and Stade also reflect its adaptability and modern attitude to education**, which I find quite appealing in the current dynamic educational scene.

Contributing my special architectural viewpoint to the varied student body and allowing me to fully engage in the rich intellectual and cultural experience of PFH and Germany excites me. The chance to be part of this prestigious university and start this fascinating new chapter of my academic path interests me since I know it will be crucial in determining my future career in the scene of global architecture and management.

**Sincerely,**

**Srinidhii Ganesamoorthy**