

## STATEMENT OF PURPOSE- ISCTE

I am writing to express my sincere interest in pursuing a degree in Management at ISCTE - University Institute of Lisbon. As an aspiring professional seeking to broaden my horizons and delve deeper into the field of management, I believe that ISCTE - University Institute of Lisbon offers the perfect blend of academic excellence, cultural diversity, and experiential learning opportunities that align perfectly with my educational and career aspirations.

One of the primary reasons I am drawn to studying management in Portugal is the country's rich history and vibrant culture, which fosters a unique learning environment. Portugal's strategic geographical location as a gateway between Europe, Africa, and the Americas presents a myriad of opportunities for global business exposure and cross-cultural collaboration. By immersing myself in this dynamic setting, I am confident that I will gain invaluable insights into international business practices and develop a global mindset that is essential in today's interconnected world.

Moreover, ISCTE - University Institute of Lisbon's renowned faculty members and innovative curriculum are highly appealing to me. I am particularly impressed by the emphasis placed on experiential learning and practical application of theoretical concepts. The opportunity to participate in internships, case competitions, and industry projects will not only enhance my academic knowledge but also equip me with the practical skills and real-world experience necessary to thrive in a competitive business environment.

Furthermore, I am attracted to the diverse and inclusive community at ISCTE - University Institute of Lisbon. Interacting with students from various cultural backgrounds will not only broaden my perspectives but also enable me to cultivate strong interpersonal skills and build a global network of contacts, which are invaluable assets in the field of management.

In addition to academic pursuits, I am eager to explore the rich cultural heritage and breathtaking landscapes that Portugal has to offer. Immersing myself in the local culture, learning the Portuguese language, and engaging in community service initiatives will not only enrich my personal growth but also deepen my appreciation for cultural diversity and social responsibility.

In conclusion, I am confident that pursuing a degree in Management at ISCTE - University Institute of Lisbon will provide me with the knowledge, skills, and experiences necessary to achieve my academic and career goals. I am enthusiastic about the opportunity to contribute to the vibrant academic community at ISCTE - University Institute of Lisbon and to make meaningful contributions to the field of management in the future.

Thank you for considering my application. I look forward to the possibility of studying at ISCTE  
- University Institute of Lisbon and contributing to its rich legacy of academic excellence.

Sincerely,  
Nooh Hameed