

To,
Visa Officer
The Austrian Embassy
Visa Application Centre, VFS Global Services
(Place)

Subject: Letter of Motivation

Dear Sir/Madam,

I am Naurene Sara Jos. I am applying for a Visa D (National visa for study purposes), to study in The Republic of Austria. I have successfully secured admission in Master in International Management at International Business School, Austria.

From an early age I have been deeply interested in business and entrepreneurship. I can still remember the feeling when I first made a profit in my family business. I was really amazed at how passion and knowing the right pulse of the market bring ample profit to us. From a very young age I have witnessed how business and money work hand-in-hand. To run a business, we need money, and to make the business profitable, we need to know how to manage money. This compelled me to pursue a Bachelor of Arts in Economics, where I gained knowledge in market structures, demand and supply, monetary and fiscal policy, and more which will pave the way for my entrepreneurship journey.

In recent years, the business world has increasingly integrated technology, with people leveraging it to grow their businesses. Right after my graduation I had the opportunity to undergo professional training, and work as Junior Medical Coder for 11 months. The brief exposure to the corporate world encouraged me to pursue a management-related course. Although the initial profit I earned from my own business may have been due to luck, it motivated me to pursue a Masters in International Management. Also the experience I had during my internship with Hedge Equities as a BPO, was an eye-opener to deal directly with the client. There I encountered another level of business, like how to manage a client, how to escalate their need to build a long term relationship. I can handle the monetary side very efficiently, when it comes to developing business strategies, managing people who are coming from different cultures and backgrounds, or taking the lead in projects, I find it hard to achieve the desired results. These challenges are keeping me from achieving my professional goals and I am unable to advance in my career. Therefore, after careful consideration, I feel that the next logical destination in my career path is a Master in International Management.

I believe my past experiences demonstrated a steady yet rapid progression, and I am eager to continue this by enrolling in a Masters in International Management. With a background in Economics, and combining it with a Master's in International Management program will create a perfect foundation for excelling in the business world. I am confident that this would be not only useful but essential in developing my career potential and providing me with greater opportunities for future success.

The curriculum of the Master's in International Management program at the International Business School in Austria aligns with my professional needs and presents a significant challenge. The modules: Principles and Practices of Global Business, Leading and Managing People, Entrepreneurial Venture Development, Business Strategy, Organisational Behaviour, Skills for Managers, Quantitative Methods for Social Sciences and MSc International Management Electives such as Corporate Social Responsibility, and Project Management will equip me with the necessary tools, techniques and strategies to flourish in the market.

I chose International Business School - Austria for several reasons. Firstly, it offers an English Language Master's in International Management and has partnerships with The University of Buckingham, along with global accreditations from Accreditation Council for Business Schools and Programs (ACBSP), the European Council for Business Education (ECBE), the British Accreditation Council (BAC), all at a competitive tuition fee. Secondly, the IBS campus in Vienna is located in a vibrant, culturally rich city and features state-of-the-art facilities and modern classrooms. Additionally, the faculty are highly qualified professionals with extensive experience, providing a well-rounded education. The diverse student body includes many international students, creating a multicultural environment that enhances global business perspectives.

Austria is renowned for its high-quality education system and is home to some of the world's leading universities and institutions, offering a wide range of courses in various fields. I enjoy travelling and learning about different cultures and languages, and Austria's central location in Europe makes it an ideal base for students who wish to explore. Sharing borders with eight other countries, Austria is known for its high standard of living and is considered one of the safest countries in the world. Additionally, it is a hub for innovation and research, providing numerous opportunities for students to engage in cutting-edge research projects. With its stunning landscapes, including the Alps, lakes, and forests, Austria offers a chance for students to enjoy a healthy and active lifestyle while pursuing their studies.

After completing my studies at International Business School in Austria, I plan to return to India and apply all the skills and knowledge which I have gained to benefit our family business. I am looking forward to building a successful career that I can be proud of. Our family owns a wholesale vegetable dealership, which is currently managed by my father. After earning my master's degree, I intend to expand the business by exploring new opportunities.

Currently we source vegetables from the third-party dealers and sell them to the retail outlets. My plan is to coordinate with the local farmers, and introduce innovative organic farming methods, such as aquaponics, hydroponics, organic farming, aeroponics, vertical farming. These methods will maximise production with limited resources and enable business expansion. This approach will also create more job opportunities and allow us to plant crops according to the market demand. By dealing directly with the farmers, I aim to eliminate exploitation by dealers and create a direct demand for their products in the market. I have always aspired to contribute to my country's development, and with my future business, I will support India's growing economy and serve my community by creating jobs and mentoring others.

I am fully aware of the demands and challenges I will face during my studies in Austria, but my enthusiasm, maturity and strong determination prepared me to go extra-mile to achieve my educational goals. I am driven by ambitions, and am prepared to work diligently to reach my future objectives. I respectfully request that you grant me the visa to help me take this crucial step towards achieving my professional goals. Thank you for your time and consideration.

I hereby assert that all the information provided is true and correct to the best of my knowledge. I have attached all the required and supporting documents with my application.

Sincerely,
Naurene Sara Jos