

STATEMENT OF PURPOSE

I strongly believe that modernization has a huge impact on the world of business. Activities such as purchasing, selling, promoting, and discounting are all integral parts of a business's daily operations. I'm deeply interested in this field and would love to learn more about it. Although I have a wide range of interests, I have always been drawn to the field of management because of the exciting and challenging environment it offers. One thing that particularly excites me about this field is its potential to directly and indirectly impact the lives of people.

I see myself as a forward thinker with ambition, drive, and ability, all of which are essential in pursuing an effective business management strategy. I have strong teamwork skills and can also work independently. Additionally, I possess excellent organizational skills. If I were to list my capabilities and core competencies, they would include analytical judgment, decision making, people management, assessment of business situations, and identifying critical points. Furthermore, I have outstanding interpersonal skills that allow me to communicate business information to my target audience and to create well-prepared presentations for both groups and individuals.

"I am Excited to have the opportunity to enhance my personal development while focusing on advancing my career through this business management course. I am eager to gain knowledge about the effectiveness, limitations, and nature of various business methods, as well as understanding how effective management can impact a business's performance. My goal is to fully invest myself in this course to maximize the benefits." After completing my Senior Secondary School education from the Central Board Of Secondary Education in 2018 with a score of 85.66%, and my Higher Secondary education

from the same board in 2020 with a score of 94%, I realized the need for a deeper understanding of specific areas. I aim to be part of the workforce that contributes to shaping a better tomorrow by pursuing Bachelors in management studies.

I believe I have the capacity to handle the workload of this course and contribute positively to the future. Hungary stands as a top choice for international students owing to its esteemed and highly-ranked educational institutions. The nation's reputation for its inclusive and multicultural ambience makes it an attractive academic environment. The educational system prioritizes both theoretical and practical knowledge, encompassing a diverse array of courses and degrees. This approach ensures that the educational experience is geared towards real-world applicability and relevance.

International Business School is a globally acclaimed university and one of the leading institutions in Hungary and Austria for these disciplines. Its world-class facilities will perfectly suit my needs. I have chosen this institution over others in the country and elsewhere because of its location, excellent faculty, and research opportunities. IBS graduates receive a British or an Irish degree in addition to a Hungarian degree. IBS's partner university in the UK, The University of Buckingham, guarantees the outstanding quality of our education. This degree will significantly improve my status in the job market.

I also found that IBS has cooperation with Dublin Business School, which awards a degree. It will be a privilege to study in such a reputed institution.

Thank you for considering my application, and I am hopeful about securing a seat in your prestigious institution.

Thanking you,

Yours sincerely,
PARVEEN KAUR