**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. As someone who is deeply interested in this field, I 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 consider myself 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. In addition, 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. Additionally, 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 further develop myself personally while also focusing on advancing my career through this business management course. I am looking forward to learning more 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 invest myself fully in this course to get the most out of it.

           I would like to share my educational background that led me to pursue "management studies". I completed my Senior Secondary School education from the Punjab School Education Board in 2018 with a score of 53%, followed by my Higher Secondary education from the same board in 2020 with a score of 77%. Then I understood the fact that I needed much more insight into specific areas. With the capacity to cope with the workloads of the chosen course, I want to be a part of the process of developing better tomorrows by becoming a part of the workforce.

Switzerland is a favored destination for international students due to its highly ranked and reputable educational institutions. The country is known for its relaxed and welcoming nature, as well as its multicultural and cosmopolitan atmosphere. The education system emphasizes practical and theoretical knowledge, offering a variety of courses and degrees for students. The educational experience is tailored towards real-life instances and examples, making it more practical and applicable.

The **IAE GRENOBLE** Business School is a globally acclaimed university and one of the leading names in Switzerland 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 opportunities for research. It will be a privilege to study in such a reputed institution.

Thank you for your consideration, and I remain hopeful of securing a seat in your esteemed institution.

Thanking you,

Yours sincerely,

**Sahib Singh**