

STATEMENT OF PURPOSE

I discovered that I have reached a plateau in my career and that I require additional training to advance to management positions. Pursuing a Bachelor's in International Business can enhance my business and management skills, such as leadership, interpersonal skills, communication skills, strategic thinking, and planning abilities, decision-making, which will be useful when applying for management-level positions or promotions.

Study & Career Progression

I am Siddhi Paladiya, and I belong to the city of Surat in Gujarat, India. I passed my 10th grade with 66.66% from Gujarat Secondary and Higher Secondary Education Board in 2014 and completed my 12th grade from the same education board in 2016 with 64.13%. After my schooling, I worked as a junior manager at Kashiba Fashion from 2016 to date. As a junior manager, my roles and responsibilities included reviewing sales data and stock levels, optimizing sales and increasing conversion rates, analysing internal data and web analytics, developing pricing strategies for the e-commerce store, managing returns, planning promotional campaigns such as contests or giveaways, and initiating market research studies. Through these roles, I polished my communication, leadership, problem-solving, and time management skills.

Why Choose the Netherlands to Study

One of the primary reasons for choosing the Netherlands is its renowned education system, which is known for its high academic standards and innovative teaching methods. I am particularly drawn to the emphasis on practical learning and the opportunity to work on real-world projects, which I believe will enhance my skills and prepare me for a successful career. The Netherlands is known for its multicultural environment and welcoming attitude towards international students. As someone who values cultural diversity and seeks to expand my horizons, I am excited about the prospect of studying alongside students from all over the world. The Netherlands is home to many leading universities and research institutions, which will provide me with access to cutting-edge resources and opportunities for academic and professional development. The Netherlands is known for its high quality of life, safety, and excellent healthcare system, which are important factors for me as an international student. I am confident that living in the Netherlands will not only enrich my academic experience but

also provide me with a supportive and nurturing environment in which to grow personally and professionally. I am excited about the opportunity to study in the Netherlands and am confident that it is the perfect place for me to pursue my academic and career goals.

Why Study International Business

A Bachelor's in International Business provides a solid foundation in business principles, including management, finance, marketing, and operations, which are essential for a career in business. The program allows me to develop specialized skills in areas such as international trade, global marketing, and cross-cultural management, depending on my interests and career goals. A degree in International Business opens up a wide range of career opportunities in various industries and sectors, including finance, consulting, marketing, and management. Studying International Business gives me the opportunity to network with peers, faculty, and industry professionals, which can be invaluable for future career prospects. A Bachelor's in International Business can serve as a stepping stone to further studies, such as an MBA or specialized master's programs, for those looking to advance their careers or specialize in a specific area of business. Studying International Business provides a solid foundation in business principles, specialized skills, and a wide range of career opportunities, making it a valuable degree for those interested in pursuing a career in business.

Why Choose HAN University of Applied Sciences

HAN University of Applied Sciences emphasizes hands-on, practical learning experiences, preparing students for real-world challenges in their chosen fields. The university maintains strong partnerships with industry leaders, providing students with opportunities for internships, projects, and networking events that can enhance their career prospects. HAN University of Applied Sciences employs innovative teaching methods, including case studies, simulations, and project-based learning, to engage students and facilitate active learning. With small class sizes, students benefit from personalized attention and mentorship from faculty members, fostering a supportive learning environment. The university attracts students from diverse cultural backgrounds, promoting cross-cultural exchange and preparing students for success in a globalized world. HAN University of Applied Sciences offers specialized programs tailored to the needs of specific industries, ensuring that graduates possess the skills and knowledge required to excel in their chosen fields. The university provides comprehensive career services, including resume workshops, interview preparation, and job placement assistance, to support

students in their transition to the workforce. HAN University of Applied Sciences boasts state-of-the-art facilities, including laboratories, studios, and collaborative spaces, to support student learning and research activities. The university's location offers access to vibrant cities, cultural attractions, and professional opportunities, enhancing the overall student experience. Graduates of HAN University of Applied Sciences join a global network of alumni who are leaders in their respective fields, providing valuable connections and opportunities for career advancement. HAN University of Applied Sciences provides students with a dynamic and enriching educational experience that prepares them for success in their careers and personal lives.

Future Progression & Goal

I am confident that after completing this Bachelor's Program, I will enhance my skills and knowledge and by that I will gain more confidence which will help me to achieve a better job position in my career. After completing my course, I will return back to my country India, and I would like to join a multinational company in good managerial designations like multinational Finance Managers, Marketing Managers, Production Managers, Project Managers, or Business Development Managers.

Thank you for considering my application.

Siddhi Paladiya