

STATEMENT OF PURPOSE

My journey towards pursuing an MSc in Strategic International Management from IBS, Hungary, has been a culmination of my academic background, professional experiences, and a deep-seated ambition to contribute to the global business landscape. Born and raised in Pathanamthitta, Kerala, I have always been driven by the desire to excel in my chosen field and make a meaningful impact on society.

I completed my senior secondary education from Govt. VHSS Aranmula in 2010, achieving 60%. This foundational education instilled in me the values of hard work and perseverance. I then pursued my higher secondary education at the same institution, graduating in 2012 with 61%. These years were formative in developing my analytical and problem-solving skills.

My pursuit of higher education led me to Mahatma Gandhi University, where I completed a Bachelor of Commerce with a specialization in Computer Application. Despite facing challenges, I graduated with a CGPA of 1.74. This period was crucial in shaping my understanding of commerce and its intersection with technology. The curriculum equipped me with essential knowledge in accounting, finance, and the practical applications of computer technology in business processes.

Upon completing my undergraduate studies, I joined New India Press as an Administrative Assistant on 16-09-2016. Over the years, I honed my skills in administration, coordination, and management. My tenure at New India Press, which lasted until 10-05-2024, was instrumental in providing me with a hands-on understanding of business operations and administrative functions. I managed various responsibilities, from office administration to coordinating between departments, which improved my organizational and multitasking abilities.

IBS, Hungary, offers a unique blend of rigorous academic training and practical exposure, which aligns perfectly with my career aspirations. The MSc in Strategic International Management program is designed to equip students with advanced management skills and a global perspective, which are essential in today's interconnected world. The diverse student body and the opportunity to learn from distinguished faculty members at IBS will provide me with a holistic education, preparing me to tackle complex business challenges.

Post-graduation, I plan to return to India and leverage my international education to contribute to the Indian business ecosystem. My long-term goal is to hold a strategic managerial position where I can drive business growth and innovation. I am particularly interested in working with multinational companies or startups that are looking to expand their operations internationally.

My education at IBS will enable me to understand global business strategies, cultural nuances, and the dynamics of international markets. This knowledge, combined with my professional experience, will position me to make significant contributions to any organization I join.

In conclusion, pursuing an MSc in Strategic International Management at IBS, Hungary, is a crucial step towards achieving my career goals. The program will provide me with the necessary skills and knowledge to excel in the field of international management. I am eager to bring back the insights and expertise gained from this program to India and play a part in its economic development. I am confident that my academic background, professional experience, and the education at IBS will enable me to make a meaningful impact in the business world.

Sincerely,



Akash Rajendran