

STATEMENT OF PURPOSE

Dear Visa Officer,

In the dynamic landscape of the modern global economy, where businesses operate on an expansive scale, a profound understanding of international business management principles is imperative for success in today's fiercely competitive environment. With this in mind, I, **Rettin Michael** (holder of Indian Passport number **X9687437**), am admitted to **English** taught full-time (**3 semesters**) **MSc International Management** program at **International Business School Budapest (Vienna Campus)** in Austria for February 2025 intake. This master's program spans for **18 months** and it is scheduled to commence on **February 03, 2025**. I firmly believe that undertaking my studies in Austria will deliver a transformative experience, contributing significantly to my academic, personal, and professional development. My academic and professional experiences have given me a clear understanding of how technology can connect people with essential government and private services. Serving as a System Administrator has highlighted the vital role digital tools play in accessing these services, fuelling my determination to expand my impact. **I aspire to establish a firm in India that specializes in international documentation services for both government and private sectors.** My goal is to streamline these complex processes, providing a reliable solution for individuals and organizations dealing with cross-border documentation requirements. To make this vision a reality, I need a deeper understanding of global business practices, strategic management, and international regulations. Pursuing this master's program MSc in International Management is the perfect next step. This program offers exactly the insights and skills I need to build and lead a successful business in the documentation field. By gaining expertise in international strategy and management, I will be well-prepared to create a company that meets diverse client needs and navigates various regulatory frameworks, fulfilling my goal of making documentation services more accessible and efficient.

MY FAMILY & FINANCIAL DETAILS:

Coming from a traditional Indian family, I have been instilled with strong cultural and moral values. My family, consisting of four members, includes my parents and my brother. The unwavering support and guidance from my family bolster my determination for this academic journey. My father, Michael K.X, who is working in a private company with annual income approximately INR 6,00,000, is sponsoring my education at the International Business School Budapest. Moreover, our family possess movable and immovable assets totalling to 224,790 Euros and therefore, I have a solid financial foundation to confidently pursue my educational aspirations in Austria. Upon receiving my acceptance letter from the International Business School Budapest, I promptly fulfilled the financial obligations by submitting a payment of **6835 Euros on October 08, 2024, towards my program's first semester tuition fees.** Additionally, **I have maintained a fund of INR 15,00,000 in my savings account at Axis Bank, to cover my balance tuition fees and living expenses.** With this financial stability, I can confidently affirm that I will not encounter any challenges in meeting my financial responsibilities throughout my study period in Austria.

MY ACADEMIC & PROFESSIONAL DETAILS:

Reflecting on my academics, in 2018 I completed my 10th grade with 80% from Lobelia Higher Secondary School. Two years later, in 2020 I completed my 12th grade with 68%, opting for Commerce group, from Bagavathy Vilasam Higher Secondary School. Moving forward, in 2023, I **completed Bachelor of Commerce in Computer Application** program with second division from Sree Narayana Arts and Science College, Kedamangalam, affiliated to MG University. This academic background has equipped me with a blend of analytical and technological capabilities essential for understanding modern business operations and tackling real-world challenges. By building on this foundation with the chosen master's program, I aim to gain a deeper understanding of international markets, global strategies, and leadership practices. Professionally, from July 2023 to June 2024, I was working as a **System Administrator** at CSC Digital Seva SMT Communication, Wayanad. In this role, I developed skills in troubleshooting, managing digital systems, and ensuring seamless access to services, all of which are critical in today's fast-paced, interconnected business environment. I am confident that this master's program will allow me to build on this technical experience, expanding my knowledge in areas like strategic management, global business dynamics, and cross-cultural communication. By combining my technical background with advanced management skills, I will be better equipped to lead projects and businesses on a

global scale. This blend of skills will be essential as I work toward my goal of establishing a documentation services firm in India, offering streamlined solutions for clients navigating international requirements.

REASONS TO CHOOSE THIS MASTER'S PROGRAM:

I am confident that the program will offer a comprehensive blend of business theory, global market insights, and practical applications that will be invaluable for reaching my future goals. I am particularly attracted to this program because of its comprehensive curriculum, featuring modules like *Principles and Practices of Global Business*, *Leading and Managing People*, *Entrepreneurial Venture Development*, *Business Strategy*, *Managing Global Brands*, *Skills for Managers*, *Project Management* and more. Through each module, this program offers me a comprehensive skill set that match well with my future goal. The **Principles and Practices of Global Business** module will provide insights into global market operations, economic and cultural differences, and the strategic considerations necessary for navigating diverse regions. And the **Leading and Managing People** module will teach me to inspire and lead multicultural teams effectively, fostering a collaborative environment crucial for a successful business. The **Business Strategy** module will sharpen my ability to analyse competition and make informed decisions for sustainable growth, giving my business a competitive edge. Meanwhile, **Managing Global Brands** module will be instrumental in helping me build a credible, internationally resonant brand identity. The practical **Skills for Managers** module will enhance my communication, problem-solving, and decision-making abilities, essential for handling everyday business challenges confidently. Furthermore, the **Project Management** module will equip me with structured methodologies to oversee projects efficiently. Together, these modules will provide the robust foundation I need to build and lead a business with global reach. The program's focus on both the strategic and operational aspects of international management will give me the tools to make informed decisions, adapt to global market trends, and manage complex projects across borders.

WHY AUSTRIA & WHY INTERNATIONAL BUSINESS SCHOOL BUDAPEST?

Following in-depth research and thoughtful evaluation, I have confidently concluded that Austria is the ideal destination for my academic pursuit. Studying in Austria will expose me to a thriving international business community and allow me to network with professionals and peers from around the world, which will be invaluable for my future goals. Moreover, many Austrian universities have close ties to industries, offering practical, hands-on experiences alongside theoretical learning. This combination is ideal for me, as I want to develop practical skills in global management while gaining in-depth knowledge of international business strategies. Additionally, living in a culturally rich and scenic country will also enhance my personal growth, broaden my perspective. I am confident that the nation will offer the perfect blend of academic excellence, international exposure, and practical experience that I need to excel in the field of international management.

In my search for top educational institutions in Austria, I was impressed to discover the International Business School Budapest. The school's strong reputation, as reflected in its UniRank ranking of 28th in Hungary and 27th nationally by EduRank, immediately caught my attention. Additionally, its accreditation by both the Hungarian Accreditation Committee and the QAA Quality Assurance Agency in the United Kingdom speaks to its commitment to high academic standards and quality education. This combination of global recognition and rigorous accreditation makes it the ideal place for me to pursue my academic and professional goals in international management. I am particularly drawn to the institution because of its specialized and programmatic accreditations from esteemed bodies like the Accreditation Council for Business Schools and Programs (ACBSP), the European Council for Business Education, the International Advertising Association, and the British Accreditation Council. These accreditations reinforce the school's commitment to providing high-quality education and global standards. Moreover, the school's modern campuses and state-of-the-art infrastructure promise a dynamic learning experience, with resources that fully support student success. The library, in particular, is impressive, offering a vast collection of over 15,000 print books, 3,000 theses and dissertations, and numerous journal titles. The dedicated Computer Room, Interlibrary Loan System, and access to key online databases such as EMERALD, Grove Art, SSRN, ECCH, and EBSCO add tremendous value to my learning and research opportunities. Furthermore, the vibrant student and social life, combined with the prospect of learning from respected professors and engaging with a diverse community, makes this institution incredibly appealing. I am confident that the unique academic and social opportunities at IBS Budapest will greatly enhance my personal and academic growth.

MY FUTURE GOALS & INCENTIVE TO RETURN:

Upon completing my studies in Austria, I am committed to returning to India and embarking on a fulfilling career in my home country. My ambition is to take on a leadership role, like a **Business Manager** at CSC e-Governance Services India Limited, where I can leverage my international management expertise to drive impactful projects. I aspire to contribute to the growth and efficiency of e-governance services in India, making government resources more accessible and effective for people across the country. By combining my knowledge of global business practices with a deep understanding of local needs, I aim to make a meaningful difference in India's digital transformation journey. In the long run, **I aim to establish a successful international documentation services firm in India**, where I can bridge the gap between government, private, and international documentation needs. I aim to create a business that provides easy, efficient, and reliable services, helping individuals and organizations navigate complex regulatory requirements with ease. My goal is to build a trusted brand recognized for its professionalism, global reach, and commitment to customer satisfaction. Beyond my entrepreneurial aspirations, I am passionate about contributing to India's evolving business landscape by promoting accessible, technology-driven services. I envision my company as a model of innovation, continuously adapting to global trends and incorporating the latest advancements in digital solutions. However, apart from the numerous career prospects awaiting me in India, my family's wellbeing remains my utmost priority. As a dedicated son, I feel a profound responsibility to provide unwavering support and care to my aging parents. Additionally, as the rightful heir to my parents' assets in our native land, I take great pride in upholding our family's legacy and maintaining my roots in India. The profound bond I have with my family and the opportunity to contribute to the development of my home county serve as the compass for my life choices and dreams.

CONCLUSION:

With unwavering determination I am eager to embark on the MSc International Management program at International Business School Budapest (*Vienna Campus*) in Austria for February 2025 intake. I possess a thorough understanding of the visa regulations and requirements of Austria and would like to assure you that I will diligently adhere to them. With this in mind, **I kindly request your consideration of my application for a student visa**, as outlined in the information provided above.

Thank you for your kind attention, and I look forward for a positive response.

Sincerely,
Rettin Michael