**STATEMENT OF PURPOSE**

My name is Margiyana Sabu, and I was born and raised in Trivandrum, Kerala, India. I am thrilled to express my interest in pursuing the Business Administration(Master) at University of Vienna, Austria. With a first-class degree in a five-year Integrated BBA LLB program from the University of Kerala, I have developed a strong foundation in both business management and legal principles. Ranked among the top three students in my class, I dedicated myself to academic excellence, which has fueled my ambition to address global business challenges with a holistic approach. I firmly believe that this Master’s program at University of Vienna, with its interdisciplinary focus and reputation for academic rigor, is the perfect setting to deepen my expertise and prepare for a career in business administration.

My academic journey has been marked by both dedication and curiosity. In my early years, I achieved a score of 98.79% in my 10th-grade exams and 92.08% in my 12th-grade exams, a testament to my commitment to learning and hard work. My decision to pursue a dual focus in business and law through the BBA LLB program stemmed from my interest in the intersection between commerce and regulatory frameworks. At the University of Kerala, I maintained a score of 70.41%, an achievement that reflects both my academic commitment and my growing curiosity about the complexities of the global business landscape.

During my studies, I had the opportunity to gain practical insights through internships in both legal and public administrative settings. At JC DAS Law Chambers and the District Court in Kollam, I developed a keen understanding of corporate law, compliance, and regulatory frameworks essential to business operations. My internship in local government offices, such as the village and panchayat offices, broadened my exposure to public administration, governance, and community-focused leadership. These experiences showed me the importance of strong, ethical governance in business and reinforced my desire to pursue a career where I could influence positive change.

A research project I conducted on consumer perception of chocolate brands in the Kollam district gave me hands-on experience in consumer behavior analysis and market research, both critical skills in today’s data-driven business environment. By analyzing customer feedback, preferences, and market trends, I gained a practical understanding of brand positioning and customer engagement. This project fueled my enthusiasm for business strategy and inspired me to pursue further studies to hone my analytical and strategic skills.

My decision to apply to University of Vienna is rooted in my desire to gain a truly global perspective on business. University of Vienna’s Business Administration (Master) is well-known for its interdisciplinary approach, combining courses in international business, digitalization, and global market strategies—areas that are essential for navigating today’s interconnected economies. I am particularly drawn to University of Vienna’s reputation for innovation and research-driven pedagogy. With its strong emphasis on real-world applications, this program will not only equip me with advanced theoretical knowledge but will also allow me to develop practical skills through case studies, projects, and collaboration with faculty and peers from diverse backgrounds. I am especially excited about the chance to gain hands-on experience in a multicultural environment, which I believe is critical for understanding and addressing the challenges faced by businesses in different parts of the world.

Choosing Austria as my study destination was a deliberate decision. Austria’s rich history of academic excellence, coupled with its emphasis on fostering a multicultural learning environment, makes it an ideal place for me to expand my global perspective. The country’s strategic location in the heart of Europe offers unmatched opportunities to explore diverse business cultures and networks. Studying in University of Vienna, a hub for technology and business innovation, presents the unique opportunity to interact with industry professionals, attend networking events, and observe firsthand how theory translates into practice in the European business environment.

Upon completing my studies at University of Vienna, my goal is to return to India and apply my knowledge and skills to the rapidly growing Indian market. My ambition is to take on a leadership role within a multinational corporation, where I can contribute to strategic management and oversee global operations. I am especially interested in areas like corporate governance, market entry strategies, and sustainable development, as I believe that these areas offer the potential to make a lasting impact on society and business alike. In the long term, I envision starting my own consultancy, helping businesses navigate international markets, regulatory landscapes, and global growth strategies. I am confident that the insights and skills I will gain at University of Vienna will equip me to make a meaningful contribution to the business world and to drive positive, sustainable change.

I am excited about the opportunity to immerse myself in this program, to learn from distinguished faculty, and to collaborate with students who share my passion for business administration. I look forward to contributing to the vibrant University of Vienna community and to gaining the knowledge and experience I need to realize my professional aspirations.

Sincerely,  
Margiyana Sabu