My Personal Statement

I am Harsha Nandhan Girish Kumar. The theme was a strong yearning to envision the rapidly evolving domain of digital marketing in closer relation with the revolutionary possibilities of AI. I graduated in 2022 with a Bachelor of Computer Applications degree. I currently manage my family business besides working as a Business Development Executive part-time. The roles have fanned my passion for solving a strategy and accorded me an expansive understanding of business operations.

My family has played a great role in attitude towards work, instilling a very high level of responsibility within me. When my father passed on three years ago, it became obligatory for me to be in charge of our family businesses together with my mother. This demanding endeavor has instilled resilience and leadership qualities in my personality. Managing automobile workshops and agricultural lands have enormously expanded my knowledge about different business activities. What is entirely in-synch with the facet of digital marketing as quick is the ability to multitask.

My basic education has started with a proper full-fledged formal foundation, and I did my primary and secondary schooling from Chinmaya Vidyalaya Pallavur, which is an affiliation of a school based in Kerala, India affiliated to CBSE before shifting over to the syllabus-based school for higher secondary. After completing my higher secondary schooling, I proceeded to do undergraduate studies at Nehru Arts and Science College, Coimbatore, the same having been completed by obtaining a Bachelor of Computer Applications in 2022. It coincided with my study course and also worked as an accountant. This gave me a strong enhancement on multitasking and organizational abilities—abilities that will be key while managing my family business when I return. I am currently applying to be taken into study in France; I also work part-time as a Business Development Executive. Keeping highly active professional spheres by reading up for my next academic course at Skema.

India offers a rapidly expanding landscape for digital marketing initiatives; however, identifying a program that successfully integrates digital marketing with artificial intelligence can prove challenging. The MSc program at Skema. Business School encompasses a customized curriculum that comprehensively examines both fields, preparing me for the transformative future of this sector.

Most courses in India tend to be fairly general. Skema, on the other hand, focused primarily on the conceptual space of how AI can concretely support marketing and customer behavior analysis; personalization strategies; and various types of automated marketing initiatives.

The digital marketing sector in India is very strong, but the France ecosystem is far more advanced, particularly in artificial intelligence. Industry affiliations supporting the program at Skema are very strong and could lead to considerable internship and later employment opportunities with leading global companies that have always led the way in AI-driven marketing.

While developing significantly over the years, the Indian education system sometimes focuses on memory over thought process. Skema's program, in contrast, focuses much more on application and tempts the student to create novel solutions for highly complex marketing issues. This focus on deep thought processing and solving will make me highly suited for the fast-paced and ever-evolving online marketing world.

A master's degree attained from Skema Business School garners full recognition and respect worldwide, which enhances my employment potential both in India as well as globally. In addition, the program's laser-like focus clearly positions me differently as a particularly attractive candidate for organizations seeking expertise in AI-oriented marketing practices.

The French education framework would require a more interactive and discussion-oriented learning environment that is quite conductive to my nature of being an actively engaging person. The shift from memorization learning to one of deeper understanding will most undoubtedly be conducive to a tremendous development in academics and hone critical thinking.

The program is largely taught in the English language, but it is a tremendous chance to experience and interact with a Francophone community. This will enhance my skills in using the English language in the international business environment, meanwhile enabling me to acquire basic French language skills.

For starters, the SKEMA Business School is a global school with campuses in France, the US, Brazil, China, and South Africa - Lille, Paris, Sophia Antipolis, Raleigh, Belo Horizonte, Suzhou, and Stellenbosch, respectively. This will afford me an extraordinary opportunity to encounter different cultures and business practices throughout my journey of learning. I will therefore be permitted to select any other campus because the course MSc Digital Marketing and AI is offered in different campuses.

SKEMA has constantly ranked 16th in the world and 2nd in France for superior business learning, according to the QS 2025 Global Ranking of Best Business Programs. This positions SKEMA as providing more quality instruction and dedicating itself to next-generation business leaders. The accreditation by the AACSB is the Association to Advance Collegiate Schools of Business, which many might consider the most prestigious, that was founded in 1916, that certifies superior undergraduate, graduate and doctoral degrees offered in business by international business institutions. The process to attain this accreditation would be an aggressive external review of the school's mission, credentials of the faculty and in its quality as a whole. This also supports a wholesome curriculum and strong commitment to academic excellence, allowing my degree to be valued by employers anywhere in the globe.

This tends to tackle avant-garde visions and further innovation. The last honours, including the Global Compact France Network Awards, are testimonies to the SKEMA's essential contributions toward SDGs and working with youth apart from getting the award for "Best Innovation in Education".

This helps concretize the fact that SKEMA is dedicated to progressive pedagogical methods and an anticipatory curriculum. The "Digital Innovation Award" confirms the fact that SKEMA is a market leader in the adoption of digital technologies toward better academic experiences. The "Internationalization Award" underlines SKEMA's vast footprint around the world, which is committed to intercultural understanding, thus staying at the top of the fields of digital marketing and AI.

In fact, attending SKEMA would get me inside this vibrant and quite progressive surrounding.

SKEMA has a super-strong network and relationships with leading companies, which will open multiple career avenues for me. Their international support network is beneficial to graduates while navigating their careers across the world and will prove worth as I go through my own career in these fast-changing fields of digital marketing and AI.

The institution obviously focuses on issues of student welfare, as it understands that health upkeep is crucial while abroad. SKEMA enables the accessibility of medical facilities offered on campus and offers service designed to lead students into the use of health care in France so that the students can get necessary medical care when required.

Indeed, all the SKEMA campuses deliberately encourage locations that are likely to offer fantastic public transportation facilities. Whatever the lively Parisian heart or the vivacity of Lille may be, students get easy access to buses, trams, and metro services. Such possibilities make it easy for students to be exploratory of surrounding areas, interact with industry experts, and submerge themselves in France's amazingly diverse cultural landscape.

SKEMA Business School offers the Master of Science in Digital Marketing and Artificial Intelligence, which fits perfectly with my goal of adding the newest technology to strategic marketing initiatives. The core principles of artificial intelligence and the significant applications that can be used in the field of digital marketing are the reasons for my interest in this program. I will start it as of January 2025.

Most of the interest for me are areas about data analytics, customer behavior models, and AI-powered marketing automation. Both seem related to my experience in managing a family business as well as to my current role in business development. I am quite sure that they will be a real need to upgrade marketing strategies and deliver success in the digital environment.

This class will equip me with technical skills to become a holistic digital marketing practitioner with a rich understanding of artificial intelligence. I shall be enabled to analyze data, develop AI-driven marketing strategies, and measure the performance of said strategies in detail. For that reason, I would be a highly prized asset for any marketing team.

SKEMA's focus on experiential learning through project-based initiatives and guest presentations from industry professionals is perfectly in line with my desired educational methodology. This would enable me to turn theoretical concepts into tangible implementations besides extracting critical knowledge from experienced practitioners.

After pursuing my Master's in Science in Digital Marketing and Artificial Intelligence at Skema Business School, I will return to India and launch my own startup. I want to share my knowledge with those IT professionals free of cost who can potentially make my venture monetarily self-sustaining and therefore will be a part of my venture.

Although I am relatively open to many opportunities, my main focus is to start my venture in India. More specifically speaking, I look forward to better opportunities which will allow me to

Design and execute AI-based marketing strategies that advance a campaign and may be measured.

Analyzing the customer's data and behavior can obtain significant insights into developing marketing strategies.

Collaboration among such creative, innovative, and resourceful minds would make it possible to develop digital marketing in India.

I don't have any company in mind, but the organizations like Indian subsidiaries of multinational companies such as AI leading firms Google India and IBM India highly attract me. Indian startups are pioneering the efforts to infuse AI in marketing strategy. Prominent Indian marketing firms are embracing AI technologies.

Although not my primary incentive, I am aware that fair compensation for services provided is essential. My expectations will be commensurate with the job, the organization, and industry standards.

The next five years will see me being an expert in digital marketing in the Indian context. Knowledge that SKEMA and global exposure have given me, my wish is to establish myself as the premier thought leader in the area of AI-driven marketing within India's digital marketing arena.

This is my ultimate objective-help Indian businesses grow through the innovative usage of data-driven marketing.

I need to give back to the Indian digital marketing fraternity by becoming a leader and a mentor. Here, setting a benchmark comes in terms of motivation, spreading knowledge and experiences, and contributing towards grooming fellow professionals within the industry.

I am writing the final part of this letter to thank you sincerely for accepting me in SKEMA Business School for the course of MSc Digital Marketing and Artificial Intelligence. The program is exactly what I aimed at doing-the initiation of technology into the marketing field-and I am sure that the skills and knowledge acquired here will enable me to have a considerable impact on the digital marketing sector here in France and upon my return to India as well.

Sincerely,

Harsha Nandhan Girish Kumar

18th October, 2024