

# LETTER OF MOTIVATION

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The extensive knowledge acquired through my academic study in Science has given me the confidence and aspiration to dig deep in to this boundless field of study and it has created a desire within me to pursue the field of BSc Business Management With Tourism , where I shall obtain higher levels of skills and expertise in the discipline of subjects. It has been an everlasting dream for me to be able manage a Global Brand or Business, and as a step further to accomplish this goal I seek to obtain a BSc Business Management With Tourism where I put to use my complete collection of skills, knowledge and experience that I have been fortunate enough to attain from the past years.

In India, it is a very common attribute to be attracted to a foreign brand and the first one of them that covered me was the "BMW". This brand managed to create quite a stir in the Indian Society and it also became one of the most popular brands in India. This enabled me to undertake a research over the reasons behind the brand becoming such a huge hit. That was when I came across the word 'Brand' for the very first time and I could also understand the Marketing strategies of the brand. Going further I learnt that the business was very successful not only in my country but it was Multi- National hit. But for some reason I never thought the Brand value and the marketing strategy alone was the answer for such a huge accomplishment and this paved the way for me to study the Business and the importance of Management in an Organization. Any Commercial activity in the world would essentially require two main features to attain success or growth- one being skilled labour, the other and the most important characteristic being effective Leadership. It has been stressed time and again that every idea needs a driving force to convert it into a plan of action and that is exactly where Management plays the key role.. Hailing from a Business atmosphere has helped me understand that the balance between a revolutionary idea that wanders past geographical boundaries and its fruitful accomplishment comes only with the help of great Management, and International Management is a field of study that focuses and functions only to prove this theory right every time. Ever since my Primary Education, I have been a keen observer of situations and subjects and a quick

learner of new things. My core strengths of analytics and calculative decision making helped me opt Science as my field of study in my Schooling days and this has enabled me to learn new things everyday in this evolving world. Segments like Introduction to Business, Foreign Trade, Marketing and Business Decisions impressed me a lot in the School. Wanting to learn more about the dynamic concept of Commerce I pursued my Bachelor's degree in the same field and it had been such a great platform to improve my skills and learning also giving a broader perspective to my knowledge in Business.

I foresee that this degree of BSc Business Management With Tourism that is going to help me achieve good communication skills and team building and leading skills, the noblest thing to do at this stage is study the diversified cultures in the world and understand the business environment of various nations along with good analytical skills in Business. After verifying a lot of choices, I think it is the International Business school of Hungary - the right choice for me as it provides various cultural variations and brings together all the International standards at one place and renders a well recognized Degree. It would be a great privilege and honor if I get a chance to join the college and get a degree from the esteemed University. So I am soliciting you earnestly to give my application a unique consideration.

Thanking you.