**Statement of Purpose**

My name is Joyal Joseph, s/o Joseph, born on February 9, 2002. I am a permanent resident of Kerala, India, and my parents have always motivated me to pursue an international degree to deepen my knowledge and skills. Their encouragement has driven my decision to study MBA in Luxury Management at ISTEC Business School, which aligns perfectly with my academic interests and career aspirations.

I recently completed my undergraduate studies, dedicating significant time and effort to learning subjects in hospitality and tourism management. Throughout my academic journey, I actively participated in various extracurricular activities, furthering my understanding of the hospitality sector. Recognizing the significance of global exposure in this field, I was naturally drawn to France and particularly to ISTEC Business School, one of the leading institutions for business studies.

**Why France?**

France, as a global leader in tourism, offers an ideal setting for studying hospitality management. The country’s rich culture and history create a unique learning atmosphere, and studying here will enable me to gain a deeper understanding of tourism management while immersing myself in French culture—an advantage for my future international career. Additionally, France’s affordable education system, combined with its multicultural society, provides an excellent balance of quality education and a comfortable living experience. The favourable climate, vibrant social environment, and the country's reputation as a top tourist destination further reinforce my decision to pursue my studies here.

**Why ISTEC Business School?**

ISTEC offers programs that emphasize the integration of complementary skills and societal issues. The school’s innovative pedagogy, recognized for academic excellence and professional development, provides students with work-study opportunities, ensuring successful professional integration. ISTEC's focus on leadership and entrepreneurship, along with the chance to engage with industry professionals, will provide me with valuable insights and build a foundation for a successful career in the luxury industry.

**Why Luxury Management?**

Luxury management is an exciting and demanding field that requires specialized skills to meet the high standards of the luxury industry. The MBA in Luxury Management at ISTEC is designed to train professionals to meet these challenges. By pursuing this program, I will develop a managerial and entrepreneurial approach suited to the international luxury sector, enhancing my familiarity with new managerial practices within the luxury industry.

**Career Goals**

Upon completing my MBA in Luxury Management, my goal is to return to India and contribute to the country’s rapidly expanding luxury sector. The knowledge and expertise I will gain at ISTEC Business School will enable me to make a meaningful impact on India’s luxury industry by promoting the country’s rich heritage and attracting international visitors.

**Conclusion**

I am confident that ISTEC’s MBA in Luxury Management will equip me with the skills necessary to excel in the fashion and luxury sectors, preparing me for senior management positions in these markets. I am eager to study at this prestigious institution and excited to take the next step in my academic and professional journey.

Yours sincerely,  
Joyal Joseph