

## **STATEMENT OF PURPOSE**

I firmly believe that modernization has a significant impact on the world of business. Activities such as purchasing, selling, promoting, and discounting are integral parts of a business's daily operations. I have a keen interest in this field and am eager to learn more about it. Although I have many interests, I am particularly drawn to management because of the exciting and challenging environment it offers. What excites me most about this field is its potential to directly and indirectly impact people's lives.

I consider myself a forward-thinking individual with ambition, drive, and the ability to pursue effective business management strategies. I possess strong teamwork skills and can also work independently. Additionally, I have excellent organizational skills. If I were to list my core competencies, they would include analytical judgment, decision-making, people management, assessment of business situations, and identifying critical points. Furthermore, my outstanding interpersonal skills enable me to communicate business information effectively to my target audience and create well-prepared presentations for both groups and individuals.

I am excited about the opportunity to enhance my personal development while advancing my career through this business management course. I am eager to gain knowledge about the effectiveness, limitations, and nature of various business methods, as well as understand how effective management can impact a business's performance. My goal is to fully invest myself in this course to maximize its benefits.

Having completed my senior secondary education in 2020 with 90% marks and my higher secondary education in 2022 with 77%, I have realized the need for a deeper understanding of specific areas. I aspire to be part of the workforce that contributes to

shaping a better tomorrow by pursuing a BSc in International Business Management.

I believe I have the capacity to handle the workload of this course and contribute positively to the future. Germany is a top choice for international students due to its esteemed and highly-ranked educational institutions. The country's reputation for an inclusive and multicultural environment makes it an attractive academic destination. The educational system prioritizes both theoretical and practical knowledge, encompassing a diverse array of courses and degrees. This approach ensures that the educational experience is relevant and geared towards real-world applicability.

Gisma Business School is a globally recognized institution and one of the leading establishments in Germany for these disciplines. Its world-class facilities will perfectly suit my needs. I have chosen this institution over others in the country and beyond because of its location, excellent faculty, and research opportunities. It would be a privilege to study at such a reputable institution.

**Thank you for considering my application. I am hopeful about securing a seat in your prestigious institution.**

**Yours sincerely,  
Hardeep Singh**