**Statement of Purpose**

My name is Ragina Mathai Podikunju, and I am from Chengannur , Kerala, India. I belong to a family of three, which includes my late father, Mr. Podikunju Mathai, and my mother, Ms. Reni T.J, who is currently working as staff nurse in Dr.KM Cherian Institute of Medical Sciences Kallissery, Chengannur. Growing up, I developed a strong passion for learning and constantly sought opportunities to expand my knowledge.

I completed my Bachelor's degree in Journalism and Mass Communication with a CGPA of 69.999⁹% from Christ Nagar College Maralanoor, Trivandrum under the University of kerala. Prior to that, I passed my 12th grade with 75.5% and my 10th grade with 68.89%, both from the same school Holy Angel’s Convent higher ssecondary school,Trivandrum. Throughout my academic journey, I discovered my love for communication, creativity, and the global market.

I am a workaholic, perfectionist, and opportunist by nature. These qualities have driven me to excel in my studies and actively pursue new experiences. My hobbies include traveling, singing, and dancing, which have further cultivated my appreciation for diverse cultures and international exposure. This passion for exploring different cultures, coupled with my interest in global business, has motivated me to pursue a MBA International Marketing at the IU International University of Applied Sciences Germany.

I have chosen IU for several reasons. The university's strong emphasis on practical learning aligns with my desire to apply theoretical concepts to real-world challenges. IU’s close collaboration with industries provides students with numerous opportunities to engage with businesses through internships, projects, and networking events. The university's international approach to education, coupled with small class sizes, ensures personalized attention and deeper learning. Additionally, IU’s diverse student body offers a rich multicultural experience, preparing me to thrive in global business environments.

Germany stands out to me as the ideal destination to further my education. It is known for its advanced education system, strong economy, and vibrant cultural diversity. I believe that studying in Germany will provide me with a comprehensive understanding of the global business landscape, as well as practical insights into market dynamics. The multicultural environment will also allow me to engage with people from different backgrounds, enriching my overall experience and preparing me for a successful career in international marketing.

The MBA International Marketing at IU will equip me with the necessary skills to navigate the complexities of global markets and develop strategies for business success in diverse environments. I am particularly excited about the program's focus on practical learning, as I am eager to apply theoretical knowledge to real-world business challenges. Additionally, I look forward to collaborating with like-minded individuals and learning from experienced faculty who are experts in their fields.

In conclusion, I am confident that pursuing this postgraduate degree at the IU International University of Applied Sciences Germany will help me achieve my career goals and broaden my horizons. I am committed to making the most of this opportunity to gain valuable international experience and build a strong foundation for a future in global business.

Thank you for considering my application,

Ragina Mathai Podikunju