

Statement of Purpose

Muskanpreet Kaur

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Introduction

I am Muskanpreet Kaur, a devoted student pursuing admission to the Bachelor in International Business program at ISC Business School in Paris. With a solid academic basis and a great interest in international events, I am confident in my capacity to succeed in this vibrant and intellectually interesting program.

Why Bachelor in International Business

My interest in international business has grown as a result of the world's dynamic and linked economy. I'm fascinated by the complexities of cross-cultural relationships, the obstacles of navigating varied marketplaces, and the prospects for long-term success. A Bachelor's degree in International Business will provide me with the necessary information and abilities to succeed in this fast-paced industry. I am very interested in this program's multidisciplinary aspect. It mixes economics, marketing, management, and international relations to provide a complete picture of the global business world. I am keen to learn about international trade, global supply chain management, and cross-cultural discussions. I am particularly interested in the ethical and social aspects of multinational business. Businesses nowadays have a tremendous influence on both communities and the environment. I think that corporate executives must be aware of their social duties and seek to make a constructive effect. In addition, I am attracted by the difficulties and potential given by emerging markets. These regions are experiencing significant economic expansion and have enormous opportunities for enterprises. I am excited to learn about the cultural, political, and economic differences that affect company operations in different areas.

Why ISC Business School, Paris

ISC Business School in Paris stands out as an excellent choice for earning a Bachelor's degree in international business. Its global reputation, distinguished professors, and strong industry links make it a top pick. The curriculum reflects the school's dedication to academic achievement and practical learning. I am most pleased by the emphasis on experiential learning through internships, case studies, and foreign exchange programs. These experiences will enable me to apply academic knowledge to real-world problems, gaining essential hands-on experience. Furthermore, the school's varied student body, which reflects a wide range of cultures and experiences, will contribute to a dynamic and engaging learning environment. I feel that connecting with students from all over the world will widen my ideas, improve my intercultural skills, and prepare me for the difficulties of a globalised corporate environment. ISC Business School, Paris, is also known for its excellent industrial relationships and career assistance. These contacts will help me network and gain access to internships and career possibilities. I am convinced that the school's resources will help me start a successful career in international business. Furthermore, Paris, as a worldwide cultural capital, provides an unrivalled setting for studying international business. The city's diversified population, flourishing economic community and rich cultural legacy will provide me a unique perspective on global issues and help me develop my

international skills. Living and studying in Paris will also allow me to immerse myself in a dynamic and cosmopolitan city, as well as learn about France's distinct culture and lifestyle.

Future Goals and Career Aspirations

My long-term objective is to create a successful career in international business, where I can use my knowledge and talents to help global businesses grow and thrive. I want to work in a dynamic and demanding capacity where I can bridge cultural boundaries, create cooperation, and generate long-term business objectives. After completing the Bachelor of International company degree at ISC Business School in Paris, I hope to work in international marketing or company development. I am particularly interested in working for a global organization operating in emerging areas, where I can apply my cultural knowledge and abilities to negotiate difficult business contexts. In the future, I see myself as an experienced international business executive with a worldwide perspective and a robust network of contacts. I am devoted to lifelong learning and professional growth, and I am certain that the Bachelor in International Business program at ISC Business School, Paris will give me with the foundation I need to reach my career goals.

I am certain that my academic background, together with my enthusiasm for international business and good interpersonal abilities, qualify me for the Bachelor of International Business program at ISC Business School in Paris. I am excited to contribute to ISC's lively and varied learning community and begin a transformational journey that will define my future as a successful international business professional. I've attached my résumé, transcripts, and recommendation letters for your evaluation. Thank you for considering my application. I'm looking forward to joining the ISC Business School community and contributing to its further growth.

**You're Sincerely,
Muskanpreet Kaur.**