

## Introduction

Learning collected from my copious exposure into field of Management developed a keen interest within me to further inflate the acquired knowledge in the domain by pursuing Masters in Management from your much acclaimed University, which in my prospect has the most exhaustive stature& advanced course curriculum in the subject matter of my choice. The intent of writing statement of purpose is to substantiate my immense interest and knowledge in the realm of management accumulated over the time by actively getting engaged in various cultures.

## Family & Educational Background

I belong to the family of cultured individuals. My father is an Ophthalmologist whereas my mother works for West Bengal Civil Services, designated as Sub District Rehabilitation Officer. My Name is [REDACTED] currently pursuing bachelors in Biotechnology and have procured a total aggregate of 7.82 CGPA till \_\_\_\_semester. I completed my Intermediate with 78% whereas High School with 84% marks. During under graduation, I partook various events such as a value added program on “Herbal and Indian Traditional System (VAC1833) for an event called AD-MAD in which we had to exemplify how to sell herbal medicines through advertisement and won 3<sup>rd</sup> prize, volunteered at the International Conference on Bioengineering and Biotheranostics at Vellore Institute of Technology and also participated in the world’s largest lesson and supported the global goals for sustainable development which instilled the skills like planning, communication, decision-making, delegation and marketing within me.

## Language Ability

I appeared for the IELTS on July 27, 2019 and successfully scored overall 7.5 Bands [L: 7.5 R: 8.5, W: 6.0, S: 7.5] which effectively meets the criteria of the college.

## Why France?

Unlike in India, education providers in France have developed a holistic program which lays emphasis on practical approach and constantly upgrade the pedagogy to stay ahead of the curve. This is primarily my reason to continue my higher studies in campus of France which rightly are the melting pot of culture being the foremost choice of international students from around the world. I have also evaluated that the tuition fee for corresponding program and living expenses in France are well within my means and the Food and Beverage Management Industry in France is also burgeoning which in my outlook will be lucrative for me.

## Why Kedge Business School?

Through my assiduous exploration, it is perspicuous that your university renders one of the most comprehensive course curriculums which will help me build broader understanding of Management. I am most stimulated to interact with eminent industry practitioners and assimilate multidisciplinary perspectives. I believe, this is the right time to instigate higher studies in the realm of Management which I strongly feel will be achieved through the Master’s program that your University offers. Kedge Business School, apart from having a revered reputation in the subject of management globally, also galvanized me with the attainments and the testimonials of the Alumni. The peculiar course module in the subjects of Management will enable me to advance prerequisite skills to accomplish the vision of being at administrative echelon in the FOOD AND BEVERAGE MANAGEMENT industry. I am well prepared to complete a rigorous and composite program from Kedge Business School and keen to work on complex assignments with my peers and receive exceptional mentoring from leaders in both intellectual directions and industry developments.

## Why Masters in Management?

Whilst pursuing my undergraduate in Biotechnology, I synchronously got engaged in multiple extracurricular activities which proliferated my keen interest in management. I also procured descent grades in the disciplines of management educated during the four years undergraduate program which evinces my perspicacity in the subject matters I am going to learn in Masters Program. To upgrade my managerial skill set, I have accomplished multiple student exchange programs which enriched me with immense understanding of management and instilled prerequisite skills to pursue a master's degree in the same domain. Following are the programs that I have undertaken over the duration of last four years.

- ✓ Conferred on Indian culture with students in Poland as an exchange participant through the organization called AIESEC which intensified my presentation as well as communication skills.
- ✓ Went to Swinburne Institute of Technology, Melbourne, Australia and proposed a model of water supply management to contribute in moulding Melbourne a smart city and also prepared a manoeuvre that can be implemented on Indian cities for the same purpose.
- ✓ Attended the International summer school program at Zagreb school of Economics and Management, Croatia and successfully completed the program of International Management and Croatian Studies and procured 95.7%.

While experiencing the diversified cultures of different countries, I developed an inclination for managerial disciplines as I inculcated ample skills kindred to leadership, culture intelligence, global awareness, empathy and engagement as well. I was further convinced about expanding my knowledge in the domain of management through advanced studies with an institution that provides a global point of view in the domain and I strongly incur that an International degree in management will give me a unique perspective as the course module is designed with an emphasis on practical and workability approach. Acquiring the knowledge of the disciplines of my choice from your University which is renowned in these studies will also place me with a clear advantage in the job market and with a substantial edge amongst my peers in the Indian Food and Beverage Management Industry.

## Future Goals

After successful completion of my studies, I want to return to India and get allied with reputed Food and Beverage Management companies and contribute at management level by implementing my gained knowledge from the scrupulous Master program.

## Consideration

I am aware that you would have received other applications for this course and hope that I have represented my purpose and intent in a precise and determined manner. Therefore I solicit my application for Master's in Management at your coveted University.

## Declaration

I declare that the particulars given above are true and correct in every detail. I understand that incorrect or misleading statements may result in refusal of my admission and/or student visa application.

Sign-XX

Date -XX