Dear Sir or Madam,..........

I am applying for the International Business Management Studies programme at the XXXX campus of XXXX University of Applied Sciences. I am very interested in beginning a career in business and I am certain that this Bachelor’s programme will help me to fulfil myself in both professional and personal contexts.

I am currently finishing my last year of high school where I have spent a lot of time and effort learning subjects which reflect my preferences and interests such as mathematics, the English language, and subjects in the technological field. My drive has enabled my teachers to enter me in various competitions in these fields where I often end up in prize-winning places. I am also very interested in teamwork, and therefore participate in organising school events and supporting friends and classmates. I feel these activities will be the way in which I can make a difference and gain the leadership skills necessary to reach my goals.

My current goal is to start and develop my own business. After doing some research into Russian post-secondary programmes, I realised that this country cannot offer me the education I need to achieve this goal. The level of specialisation here is quite poor and teaching methods are mostly oriented on theoretical knowledge which I believe is nearly useless when it comes to real-life work.

I learned in school that the Russian Tsar, Peter the Great, went to the Netherlands to learn how to build ships and I have always wondered why he chose this country for his education and what else one can learn there. Since then, I’ve tried to find out more about the Netherlands and the more I’ve been learning, the more my motivation to study there has grown. The educational approach that is used in the Netherlands would provide me with the widest range of specialisations in the field of international business, as well as a lot of practical skills which is exactly what I need. When I found the International Business and Management Studies programme at XXXX University, I realised that it is the best choice for me for a number of reasons.

First of all, this programme covers the business topics that interest me the most, such as Finance, Economics, Marketing, and Communication. As a future business leader I must be an expert in these fields, capable of analysing and solving any practical problems I may face. I am certain that the numerous traineeships and case assignments I will take part in during this programme will help me to gain the necessary knowledge and skills.

The second reason I’m drawn to XXXX is the international environment it features. Looking at my future, I understand that the only way to be successful in today’s business world is to make it in an international context. At your university, the most international university of applied sciences in the Netherlands, I will learn how to communicate with people from different backgrounds to achieve the best working results which I believe will be the next big step in my development.

Thirdly, studying at your university will significantly improve my English skills. As one the most important languages in the world, English will help me to form new connections and expand my social network to a global level.

Finally, this programme will help me to develop myself as a team player and cultivate the leadership skills necessary for my future career. I will learn to be responsible not only for myself, but also for the whole team, which I believe is essential for a business manager.

I understand that studying abroad is going to be the most challenging step in my life so far, but I also believe I can withstand any problems I will face and make the most of the knowledge and experience gained through this study programme. I hope to contribute my talents and efforts to your university and become a worthy member of the team.

Thank you in advance for your consideration and time,

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