

Dear Sir,

It gives me immense pleasure to inform you that I, Rajiv Dixit, have been accepted into the one year MBA Program with a major in International Business at EU Business School, Geneva, Switzerland. This statement of purpose elaborates upon my background and rationale behind the choice of Switzerland and EU Business School to pursue my career aspirations.

### **Statement of Purpose**

#### **Introduction and Personal Background**

My passion in life has been consistent. Entrepreneurship. My resolve to make my mark in the world of business started crystallizing at an early age. Seeing my father successfully running a successful export /import business was perhaps what sowed the seeds of entrepreneurship in my mind. The desire to be valued and recognised for my own merit has further nurtured this dream. I now seek to learn the ropes of Business Management by pursuing an International MBA from EU Business School, Geneva.

I belong to a small but close-knit business family from MP, India. My father is the CEO of Kirodimal Exports India, engaged in the import and export of various engineering goods. He is also a Director (Kirodimal Pipes) and owns a partnership co, M/s Dixit pipe industries. My mother is a marketing head and is the co-partner in my father's business. My parents have always guided me to pursue my dreams and motivated me to work hard to achieve them.

#### **Academic and Professional Profile**

I got an opportunity to pursue Class X from Delhi Public School in the scenic city of Dehradun, with a CGPA of 7.8. Following this, I completed my 10+2 certificate from Central Board of Education Ajmer, securing a first division with 82.3% aggregate marks. My interest in the business world prompted me to join the Bachelor in Business Administration (BBA) program at ITRS College, affiliated to Chaudhary Charan Singh University, Meerut. These three years of under-graduation laid a sound foundation of core management subjects like Principles of Management, Financial Accounting, Business Economics, Business Policy and Strategic Management and various other subjects. Placed in the first division with 73.42% aggregate marks, this fundamental business course has prepared me to take up management studies at the graduate level. Furthermore, I have also completed a Diploma in French language from YMCA New Delhi Institute for Career Studies.

Post my graduation, I joined Kirodimal Exports as a Business Development Executive. Working in the sales department, I learned on the job, marketing our products and sealing deals with various private enterprises and government firms.

I then joined my father in Kirodimal Pipes as an Assistant Manager in the sales department. Apart from undertaking various sales and marketing activities like managing tenders and executing orders for the company, I have also gained considerable general managerial experience.

### **Why MBA from EU Business School**

It has been my dream to take our company to greater heights on an international scale. Learning to conceptualise and formulate business plans, visions and strategies requires a formal education in Business management. The EU Business School's MBA Program will provide me with the necessary business grounding to become an empowered entrepreneur.

The EU Business School is one of the foremost Business Schools in Switzerland with campuses in Geneva, Munich, Barcelona and Montreux. The school has a strong network of academic partners like University of Derby and University of Roehampton in UK and UCAM in Spain. With world-renowned professors and state of the art educational facilities, EU focuses on experiential learning through the case-study method. This one-year full time program comprises of 90 credits with three terms covering courses in Organizational Behaviour, Managerial Accounting, Global Economics, MIS and Strategic management to name a few. The Major in International Business aligns with my area of interest and learning within the framework enhanced by research and practical industry experience will help me to leverage this knowledge in the global business landscape. Exploring modern management practices and theories, and developing international skills like innovation and entrepreneurship with learners from all across the globe at EU promises to be a great learning experience.

### **Why Switzerland**

The Swiss education system is one of the best in the world, with universal recognition and many world-class Universities. It is a beautiful country known for its high quality of life, inclusive culture and immense opportunities. The truly multicultural student environment with an enviable education system makes Switzerland a preferred destination for international students like me. I am also excited about living in Switzerland with an opportunity to travel and explore the European Union. While similar MBA programs are also available in India, they lack the international exposure and the cutting-edge of Global industry trends. Moreover, I want to broaden my horizons by way of exposure to an international culture, growing as a person and a professional.

I also wish to apprise you of the fact that I had earlier applied for a student visa for Canada but it was rejected on grounds of English proficiency. Not one to give up, I have worked hard to brush up my language skills in the past year. I am happy to inform you that I have secured a score of 6.5 in my recent IELTS Examination and am confident of academic success in the MBA Program.

### Future Plans

Post the completion of the program, I wish to return to my native land, India and to my parents, as I am their only child and heir. Amongst the fastest growing economies in the world, the government's focus on infrastructure and development has put the Indian Economy on a growth trajectory. My vision for the future is to apply the knowledge and business skills gained through this program to take our family business to greater heights by going global. I am confident that the MBA program will equip me with essential business skills to contribute towards our business growth as well as to our country's economy.

I also take this opportunity to mention that my parents have generously agreed to fund the entire cost of my education. As already mentioned, we are a well off educated family and are in a comfortable position to support my study and living expenses in Switzerland. The entire program is estimated to cost me \_\_\_\_\_, of which I have already paid Swiss Francs \_\_\_\_\_ towards the fees of first term at EU Business School and also have sufficient funds to cover my living expenses in Switzerland. The combined annual income of my parents is more than 28 lacs and we own properties worth \_\_\_\_\_ in Satna, MP. Copies of my parents ITR and bank account statements are attached for your reference. I am also enclosing a few other documents in support of my Visa application.

Thus, it is with great admiration and utmost sincerity that I apply for a Student Visa in this vibrant and beautiful land. I hope that you will find my application worthy of your favourable consideration and grant me this wonderful chance to pursue my dreams.