

For applying to the
university for a
masters program



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I am very certain about the career path I wish to pursue: business. My family background as well as my previous professional qualification, Bachelors in Business Administration from the European University in Barcelona, has convinced me so. Growing up in Serbia, I saw most of my family members involved in a family business. I saw them running the business with success, along with observing certain adversity and frustrations that come with it. I noticed that a lot of these hurdles could have been avoided with a bit more knowledge about trade laws of and experience in trading with the rest of the world. Business, despite being about give and take, when you trim away all the extra bits, follows certain rules of conduct. This may be dictated by social, cultural, political or geographical influences, or by the nature and type of business itself. My first and foremost priority is to familiarize myself with the different ways of conducting business around the globe. My application to the Masters in International Business program, here at Hult University, is me putting that plan into action. I enjoy interacting with people from diverse cultural backgrounds as well as learning about their customs and practices. I have observed that good people skills alone cannot open the doors to financial success for my business. There is a need for a solid educational foundation alongside a good repertoire with people for a business to be run successfully. The knowledge gained from Hult University, coupled with my people skills, should equip me with the tools needed to excel at international business. Once the program is over I wish to gain a couple of years' experience to put into practice what I have learned. The practical experience is probably what my family lacked in expanding and diversifying our business. With the practical experience I gain after the program, I shall be able to increase my insight as to how businesses are run effectively and

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successfully. Moreover, this will help me observe the methods of international trading employed by various business organizations, which will in turn help me when I return home to my family. These can perhaps be classified as my short terms goals. Even though I find both marketing and finance fascinating, I lean more towards the former and, thus, wish to pursue a Masters of Business Administration in the discipline after gaining a few years' work experience. This will tie my plans in neatly with my long term goals, which are to continue with my family business in Serbia. Dealing in apparel wholesale, the business will be mine to run one day and I want to take it to new heights, armed with the knowledge acquired through my Masters in International Business from Hult University, and the skills gained during subsequent work experience. I am enthusiastically looking forward to start on my career path, the first step of which finds me applying for a place at Hult University.