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MOTIVATION LETTER №1 **MSc in Metallurgical Engineering, Germany**

Throughout my eight years of experience in the metallurgical and refractory material engineering field in Russia, I have progressed from a technician to a managerial role in one of the country's largest metal and steel plants. This upward trajectory has provided me with a comprehensive understanding of metallurgical processes and the challenges associated with large-scale manufacturing. However, the ever-changing global landscape, including economic uncertainties and increased demand for new technologies and ecological sustainability, necessitates a reevaluation of traditional approaches in the metallurgy sector.

In 2017, while attending the European Metallurgical Conference in Berlin, I realized the importance of international education. Consequently, I believe that pursuing a comprehensive education in metallurgical engineering at [REDACTED] will equip me with the necessary technical knowledge and innovative tools to drive further development in the Russian metallurgical sector amidst increasing uncertainties.

Over the course of my decade-long career in the metallurgy industry, I have transitioned from designing and controlling processes to overseeing the technical and sales departments of Ogneupory, the largest refractory material manufacturer in Russia. My metallurgical engineering degree, complemented by practical experience as a technician at Uralmash steel plant, has provided me with applied technical knowledge and an understanding of operational intricacies in the field. Additionally, my role as a technical engineer fostered effective communication with scientists and lab technicians involved at various stages of operations.

With strong leadership abilities and project management skills, I assumed the position of Head of Technical Matters and Sales in 2012. This new role presented unique challenges that required a shift in mindset. To enhance my understanding of materials processes, sales, and managerial aspects, I embarked on extensive travel within and outside of Russia, seeking opportunities to acquire new skills and knowledge. In 2016, I enrolled in various open courses at MIT focusing on material science to stay updated in my field.

Representing Russia in the Annual European Metallurgical Conference in June 2017 further broadened my perspective. Seminars on Next Generation Metallurgy and Environmental Protection had a profound impact on me, highlighting the need for ecologically friendly techniques and approaches that are currently dormant in Russia. Recognizing the necessity for change, I am motivated to obtain applied knowledge in



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new approaches to material science and metallurgy, allowing me to contribute to upgrading the Russian sector and enabling successful international operations in the face of financial, economic, and ecological uncertainties.

Therefore, pursuing the MSc in Metallurgical Engineering at [REDACTED] aligns perfectly with my academic training and professional experience. This program will expose me to the latest technologies and approaches in metallurgy, upgrading my knowledge in an applied manner in a short period of time. The specialization in Material Science of Mineral Materials is particularly appealing, as it will equip me to navigate the challenges of modern environmental and working conditions.

Having completed my MSc, my aspiration is to make a significant contribution to the growth and progress of the Russian development and metallurgy market. With the invaluable knowledge, expertise, and professional skills acquired during my time at [REDACTED], I am eager to prepare myself for the inevitable challenges that lie ahead in my future career. Presently, the Russian metallurgy industry finds itself in a stagnant position, and I am determined to spearhead innovation by introducing fresh, groundbreaking approaches and methodologies. Furthermore, I aspire to implement and manage environmentally friendly techniques that can be leveraged to the utmost advantage.

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MOTIVATION LETTER №2

MSc Sports Management, Germany

In 2011, I studied a challenging BA in International Relations at Perm State University (Perm, Russia). Here I begin to look at the value of states' actions in their relations with all other states within the international state system. While my university degree focused on statistics, economics, law and political analysis, I have always had a desire to collaborate with the Ministry of Sports of the Russian Federation on major sporting events. Since ministry members need more real-world skills in evaluation, ideation, and global collaboration, I wanted to train as much as possible. As a student, I have been involved in college athletics as an athlete and co-organizer.

Since joining the team in 2015, I have been working as a health coach and at the same time as an organizer of various regional and all-Russian football events at the Perm Regional Sports Training Center. As I continued to be exposed to research, work and management in the construction industry, I realized that in order to develop really good project planning and implementation methods, I first needed to acquire knowledge based on project-related methodological skills and data-based competency assessment. Therefore, my main goal of pursuing a Master's degree in Global Sports Management and a Master's degree in International Sports Development and Policy is to strengthen my journey in international relations and sports management with a global perspective and multidisciplinary equipment adapted to the Russian reality.

During my time as an undergraduate student, I conducted research for my thesis on various challenges faced by contemporary international relations. Specifically, I focused on evaluating theoretical and practical positions in light of the prevailing economic crises. Throughout my research, I became acquainted with the difficulties of finding common ground and fostering openness among countries with differing worldviews. I conducted a critical and interpretive analysis to understand the relationship between theory and practice in this context. Apart from my academic pursuits, I also actively participated as a track and field athlete for my university. As a member of the university's sports management committee, I assisted in organizing competitions between rival universities.

Although I received positive evaluations for my achievements, I never had the opportunity to engage in negotiations for contract terms, trade deals, media relations, or organizing promotional events. However, this experience was crucial in motivating me to pursue a career where I could have full access to the sports business industry. Furthermore, this experience made me realize the importance of acquiring a comprehensive set of tools and knowledge to effectively manage financial arrangements

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for uniforms and equipment, coordinate travel accommodations, and prepare financial statements.

In 2015, I became an instructor at a Fitness Studio, where I taught various classes and helped clients with their fitness routines. The following year, in 2016, I joined the Perm Center of Athletic Preparation as an athlete and organizer of master classes. My responsibilities expanded beyond instructing and organizing classes; I also took part in Regional and All-Russian Marathons, and I played a role in planning and scheduling the Perm School Olympics. During the organization of the Perm Spartakiad in 2017, I gained valuable experience in event planning, budgeting, and securing funding. Additionally, I became familiar with the daily management of training sessions and various business processes. This experience highlighted the significance of analysis, evaluation, and strategic thinking. I realized that as a manager, it is crucial to possess research and evaluation skills, as well as the ability to develop effective strategies, handle conflicts, and mitigate legal and financial risks. Overall, my involvement in both instructing and organizing events has provided me with a well-rounded understanding of the fitness industry and the importance of managerial skills.

The MA program focuses on various aspects such as Research Methods, Advanced Statistics, Legal Aspects, and Strategy Planning, which will help me effectively address key issues in the sports business industry. I believe that the program's research-oriented approach will enhance my methodological skills and enable me to better understand and cope with the growing demand for scientific and professional information in the field of professional sports.

Additionally, the Master's degree courses like International Sport Systems, European Integration, Social Inclusion, and International Sport Policies will enhance my cross-cultural skills and my ability to adapt to changes. In the short term, I see myself working with a major sports facility, contributing to athletic event management, while in the long run, I aim to develop sport strategies in collaboration with the Ministry. I am confident that this Master's program will equip me with the necessary skills to comprehensively explore global, national, and organizational issues in sport management. Moreover, I believe it will encourage critical thinking, investigation, and questioning of current practices to improve the leadership and management of sports in today's Russian society.

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MOTIVATION LETTER №3
MSc Computer Science, USA



During my eight-year tenure as a software developer in Russia, I have progressed from being a programmer to leading the software development department at one of Yekaterinburg's largest experimental design bureaus. This journey has granted me a comprehensive understanding of the structured approach to software design, coding, problem-solving, algorithm maintenance, user interface development, and management. However, I have also witnessed the rapid evolution of the field, which has brought about new skill requirements for programmers. Consequently, software engineers like myself need to reevaluate traditional software development approaches and embrace alternative solutions that employ probability modeling to analyze data, identify trends, and enable machine learning.

In recent years, I have consistently encountered science and machine learning in both my ongoing education and daily work. Nevertheless, I still feel limited in these areas of expertise. This is why I am seeking a comprehensive education in data science, machine learning, and artificial intelligence through the Master's degree program in Computer Science at [REDACTED]. I firmly believe that this program will provide me with the latest tools and techniques to effectively utilize the vast amount of data available for predictive purposes. Ultimately, my goal is to transition from software development to a career in data science.

Looking ahead, I envision establishing my own startup in Russia focused on AI. This venture would aim to create value for businesses by leveraging the power of artificial intelligence. By acquiring the necessary knowledge and skills through the Master's program, I will be better equipped to achieve this long-term aspiration.

During my eight years as a software developer, I progressed from working on individual tasks like designing, programming, and maintaining software components to leading an entire software development department. My educational background in Computational Machines, Complexes, Systems and Networks (2011) and World Economy (2012) enabled me to apply my programming skills to address business needs. Alongside my strong project management and economic competencies, these skills paved the way for my promotion to Head of Software Development Department in 2014.

As I took on larger projects, I felt compelled to acquire additional skills in software development and management. Simultaneously, I worked as a freelancer for foreign companies, which exposed me to complex projects involving machine learning and data science in 2015. The intricate nature of data science fascinated me, as it marked a

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departure from rule-based programming towards the use of general-purpose algorithms and neural networks. These algorithms allowed machines to be trained to solve complex problems independently, opening up endless possibilities for growth and problem-solving.

Driven by the excitement of this multidisciplinary field encompassing data inference, algorithm development, and technology, I decided to delve deeper into data science and machine learning. Taking the online course on Machine Learning by Andrew Ng at Stanford in 2015 became a pivotal step in my journey. This course equipped me with the necessary knowledge and skills to tackle real-world data science problems for clients.

Overall, my experience as a software developer and my passion for data science and machine learning have shaped my career trajectory, leading me to explore new horizons and continuously expand my expertise in this rapidly evolving field.

I was asked to use data science to predict online behavior and analyze online behavior in order to provide personalized products, detect credit card fraud, and target appropriate advertisements for a Chinese company. This was my first project in my data science career. I employed machine learning and predictive analytics to extract crucial information from a variety of data sources and subsequently gathered several million individual and business data. Based on an economic analysis of available information, I provided significant insights and provided valuable insights to my client that could help them make informed business decisions. Online consulting services became faster and more stable due to this, resulting in an improvement in speed and stability. Despite successfully finalizing the project, I was still unable to handle data and challenging tasks due to a skill gap.

I spent a total of three years pursuing a range of professional courses and online courses, including machine learning and data analytics, from the leading MOOC providers. I am interested in transitioning from software development to data science and machine learning, but I need to gain a more hands-on understanding of algorithmic building for various purposes.

As someone with a degree in Computer Science and a professional background in software development and data science, [REDACTED] is the perfect place to begin a Master's degree in the field. [REDACTED] has been my primary choice for pursuing a career in artificial intelligence, as I will learn about the new and innovative fields of data science and machine learning, including approximation and simplification processes, which are essential in building artificial neural networks.



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I have viewed how artificial intelligence has been prevalent in almost every industry for the past few years. Artificial Intelligence is being used by businesses of all shapes and sizes to solve real-world business problems, with experts recommending it. China and USA are ahead in AI, but the EU is catching up, while Russia's growth is only on the increase. Samsung Electronics did not open the first AI center in Russia until May 2018, but now it's up to the company to establish shared labs with leading Russian universities. Smart city-2030, a digital strategy that incorporates AI applications to enhance the safety and comfort of living and working in Moscow, was developed by the Moscow city government in 2018. With these developments in mind, I plan to start an artificial intelligence firm (AI) based in Russia within 2-3 years. I believe that I possess the ability to convene and manage fresh technologies that unlock fresh business prospects, transform the way enterprises work, and ultimately enhance the well-being of people.

Sincerely



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MOTIVATION LETTER №4 **the Associate Degree in Computer Science, USA**



Dear [REDACTED]

Upon finishing my high school studies, I earned a secondary professional law diploma and gained admission to a first year bachelor's degree program in law at a Russian university. As a second-year law student, I am currently in the last year of my law program, but I have always had a strong desire to study and specialize in computer science. Since my parents first bought me a computer as a child, I have been fascinated by its functionality and have attempted to comprehend it since then. In between school and college, I scouted the computer lab for hours and hours to find my fit, and even tackled website building and writing code. Despite the lack of proper guidance and academic support, I was unable to achieve my goals despite my efforts to create a personal computer through coding. During my time in college, my aunt has been instrumental in my decision to pursue a career in law by sharing her thoughts on the potential benefits of law and making it my vocation as a lawyer. Having sought advice from my aunt, I am now interested in pursuing a career in law and planning to attend a university. Computer usage has always been a part of my education, as I am still unable to evade it while at school. I chose modules related to computers, such as Informatics and ICT, and enrolled on free educational websites like coursera and EdX to gain knowledge about computers and information technology during my college years.

While pursuing a law degree at university while still pursuing a degree in law, I have completed several legal assistant internships as a student. Aside from my administrative duties, I have consistently provided support to the office staff with hardware and software issues related to office equipment and system components. I participated in the installation, configuration, and creation of websites while setting up a LAN and enabling the software. The internships were the ones that demonstrated my own interest and encouraged me to re-apply for a computer science degree. I am curious about how computer science (I want to work on computers, I want to learn languages) can sway my work and make me want to specialize in a particular field.

The USA is where I am currently located, but I'm planning to pursue an Associate Degree to help me acquire skills I've been learning in the field of law, which will likely result in a compensation package for my two years of law degree. My goal is to utilize my associate degree to expand my English language abilities and attain a new position in an international field that will be highly coveted upon my return to Russia. By pursuing the Associate degree in computer science, I can learn a lot about the basics and gain a deeper understanding of advanced topics while also gaining a better understanding of



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advanced computer science topics. I anticipate being able to incorporate my skills into practice and work with software and hardware, with complete knowledge of technical literature, in approximately two years. The skills I will learn in a short period of time will enable me to acquire analytical, technical, and crucial abilities to search for a job in Russia without having to re-apply for a bachelor degree in Russia after four or five years.

████████████████████ will benefit from my ability to add unique competencies. Several skills have been developed in me as a law student, including communication and teamwork skills. I have a feeling that my skills will prove useful during seminar or group work projects, and I truly believe that it's a useful skill to have. In law school, I took on a series of practical projects that taught me to analyze a problem from a variety of perspectives. Having gained assessment and critical analysis skills through this experience, I believe these skills will be useful in future programming and system analysis studies.

I aspire to fulfill all the prerequisites for the associate degree program and I am particularly enthusiastic about the computer science area. I truly aspire to study in your program and I am hopeful that I will be able to join your college this September, as joining your program is one of the most worthwhile endeavors in my academic life.

Sincerely yours

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MOTIVATION LETTER №5

English Master in Chinese Economy, China



My professional role as an Economist means that I am qualified to formulate practical economic analyses and prepare relevant estimates, while also covering the economic situations affecting the business community, industry, and markets. I couldn't have foreseen the reality that was left behind in the COVID-19 pandemic, despite my earlier observations. Despite fiscal retribution, economic recovery has been effectively curtailed by a sharp decline in worldwide GDP, which is expected to leave significant traces on national and global economies. A Russian perspective opine that the decline in economic growth was compounded by the fact that between January and May 2020, crude oil prices plummeted by fifty-three percent due to a shortage of demand, a fact that was difficult to reconcile with given that the export of energy products in Russia had contributed to significant income to the budget in recent years.

Upon the successful launch of a vaccine, the positive outcomes of which will contribute to the positive impact of a vaccine, the economic recovery will be significant, and the demand for oil will return to its prior level. Besides my own expectations, I believe that a large part of this demand will be generated by industry and commercial operations, with Russian oil production projected to increase by 30% by 2040. As the head Economist at Transoil-Service, a transport and logistics group specializing in the transportation of oil and petroleum in Russia, Europe, and China, and with my familiarity with economic philosophy and novel frameworks, I must adjust to the growing demand. Moreover, I must assist my company in managing the significant negative impact on policymaking and crisis management, with the aim of minimizing short-term consequences. As a future EC student pursuing a Master's degree in Economics, my primary objective is to gain a global understanding of economic factors and the impact they will have on the Russian oil market in a post-conflict environment. I will also be trained to prognose and come up with new economic models to quantify the effects of COVID-19 on different levels, which I plan to do at some point in the future. Given my understanding of these skills, I will be able to utilize imaginative thinking to not only support my clients but also prevent them from experiencing unforeseen circumstances in the future. Transoil differentiates itself from the competition by stating that it excels in data, analytics, and data-driven solutions, leading me to better inform and inform my clients about complex business decisions, through data-driven insights.

My Economics and Enterprise Management degree enabled me to learn about economic data management and analysis, while also honing my product oversight and product enhancement abilities through the examination of external products to determine their suitability and meet various organizational and business requirements.

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Trest, a real estate company that recruits accountants and economists, offered me a job after I completed my graduation. During my time in this position, I developed proficiency in statistical and quantitative methods, working with large, unstructured data sets, and gaining an understanding of relational databases and analytics theory while also gaining expertise in processing highly unstructured corpora with varying weights. I came to the realization that my influencing skills could be of great assistance in leading both direct and matrix resources, which would help me move forward as Head Economist at Transoil in the future.

Transoil is a place where I give practical macroeconomic insights on the Russian oil market and create preliminary predictions using data modeling, research, and application of economic theories. Additionally, I define and analyze economic conditions affecting our clients and relevant business groups to assist in strategic thinking that supports our beneficiaries. At the core of my work, I have the privilege of recognizing and upholding organizational goals and objectives, and possess the aptitude to confidently communicate information and intricate details to executive management. Given the challenges associated with a pandemic like this, along with the stress I feel caused by my role, I am optimistic that my Economics working knowledge will benefit even more from this important role.

What is the best option for someone with my skills and interests interested in [REDACTED] Master's Degree program in Chinese Economics, particularly in economics, as it will provide me with economic techniques and analysis that will benefit from Chinese business approaches. China is once again demonstrating that a rapid economic recovery is possible with the virus under control, making this perspective important. I am curious about how China handled the situation and obtained a favorable result from the epicenter. After graduating, I plan to advance Transoil's quantitative models and provide guidance to our directors on current economic issues. I intend to educate employees on the economics of the pandemic and strategies to avoid debt crises through training. Distributing economic thinking across the business will enable us to react more quickly to changing realities, produce better analysis to inform policy response, and encourage greater exposure and diffusion of economic thinking across the business will allow us to better understand the issues we face. My professional objectives align with my desire to pursue a degree, which I am very confident will be beneficial in the future.

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MOTIVATION LETTER №6

MA in Language and Mind: Linguistics and Cognitive Studies, Italy



It was in 2006 when I began my arduous Bachelor program in Psychology at the NOUVPO Humanities University (Yekaterinburg Russia). Here I begin my study of behavior and mental processes. During my university studies, I specialized in the fundamental theories and research of social psychology, but my ultimate goal in this area was to explore the cognitive dimension of human learning, perception, processing, and storage. I focused many of my term papers and presentations on the exploration of how we acquire knowledge of language and methods of understanding the interplay between cognition and emotion. I have a background in psychology and worked as a registered psychologist since 2013. My role involves conducting research and practicing counselling on behalf of both adults and children with varying levels of speech, language and communication issues. To address its disorders, I believe a scientific study of the human brain and language needs to take a genuinely multi-disciplinary approach. In order to undertake a research project on speech perception and language acquisition, I am seeking guidance on how to pursue a PhD in Cognitive Science and Language through my MA program in Language and Mind: Linguistics and Cognitive Studies.

As a student in my third year of college, I completed my thesis project on the effects of students' personal beliefs on their attitude towards Psychological help. Cognitive testing and statistical analysis were the primary focus of my research, where I interviewed 80 students and applied cognitive testing to them. During the interview I underwent a study in which I became familiar with the complexities of the study of comprehension, retrieval, judgment, and response processes, as well as the various methods and techniques of computational analysis and structural modelling, leading to my understanding of the research findings and its implications. I am an undergraduate student who conducted research on the Relationship between Conformism and Student's Self-esteem and Communication Styles, as well as conducted oral interview tests for teenagers with socializing challenges. My research on communication processing yielded affirmative results, but I was unable to conduct further analysis of this mental aspect of language. Having gained valuable experience in the cognitive sciences through job searches, I was driven to find a profession that would provide me with the chance to put my knowledge to use and gain more access to the field to develop my own career.

At the Center for Social and Psychological Assistance to Children and Youth "Forpost" in Yekaterinburg, I was promoted to Psychologist in 2013. I started working for this organization in 2013. I worked with adults and children with mental health issues by employing a range of techniques, such as crisis intervention, rehabilitation, health

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promotion, and psychotherapy. This experience opened me up to a range of speech therapy techniques and methodologies that furthered my interest in examining emotion, cognition, creativity, and language through research and experimentation. Ultimately, understanding perception is the question that satisfies the task performed by the human brain. My observation of the field helped me appreciate that essential cognitive, linguistic and philosophical competencies are needed for pursuing a more thorough and efficient research in the field. I require knowledge of contemporary linguistics and cognition theory, analytical methods, and experimental methods to comprehend the connections between mind, language and brain, in addition to the communication, logical, methodological, and numerical abilities of a psychologist.

My Master's program focusing on Linguistics and Cognition will assist me in addressing significant underlying issues within the field of cognitive sciences. I am of the opinion that the double curricula that includes interdisciplinary training and advanced research will enhance my skills in critical and analytical thinking, statistical analysis, and new methods of understanding and interpreting my results, all while simultaneously supplementing my current education with advanced research. I am certain that taking the Master degree courses Theory of Argumentation, Logic of Natural Language and Logic and Theory of Meaning will not only provide me with a solid foundation in philosophy but also prepare me to interpret speech disorders and perception from various perspectives, such as cognitive science.

As a psychologist, I aspire to devote my days to conducting a PhD research project in a short span of time, sharing my findings with the scientific community, and devising novel therapy techniques. I am confident that after completing my Master's program, I will be able to employ a variety of research methods, including Behavioral Experimentation, Brain Imaging, Computational Modelling, and Neurobiological Methods, in applications across different fields of cognition.

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MOTIVATION LETTER №7

Master of Science in Management, Malta



Being born in a family of Police Chiefs, I have always aspired to become a public servant, much like my father who also had a passion for the profession. During my high school years, I observed that my father's hard work and nervousness resulted in a higher pay than his actual work, which I thought was unjust, leading me to consider working for myself instead. During my time in the Russian industrial hub, I shifted my focus towards the metallurgical sector. Therefore, I grew up with a Bachelor's degree in Metallurgical Company Economics and Management from Ural Federal University. I aim to expand my knowledge and experience in the field by combining this with international exposure and successful management abilities through my MSc in Management, ultimately becoming a general manager.

Through my university education, I gained a foundational understanding of economic theory and management and was able to recognize the relevance of managerial judgments during my work placements. I gained a thorough understanding of the country's economic environment and major market tendencies by conducting numerous academic courses and research projects, which helped me build a vivid mental image of the country. During my internship at the Planning and Economic Department of the OJSC "Sredneuralskiy Copper-smelting Plant" I discovered the comprehensive nature of economic processes within an organization and understood the dearth of practical tools at the technical, management, and policy levels that could aid in enhancing industrial performance. My last project for the company was entirely focused on creating a new accounting and cost management system. I conducted an examination of the plant's cost accounting system and argued and confirmed the feasibility of implementing a new cost accounting system for the plant's operations, specifically in the process area. The cost formation procedure has been altered by the introduction of centers of responsibility in the process of production, which has also decreased vertical communication between managers and employees. I received a critique from both the faculty and the organization regarding my work, which has prompted me to continue acquiring management tools and skills through the program.

I am always on the lookout for opportunities to improve myself and to new people, and this proactive attitude has fostered my ongoing involvement in activities that are not part of the standard academic syllabus. As a final year student at the university, I provided special marketing lessons to international students from Kenya and Mongolia as a part of my faculty, while also volunteering for the university admission campaign to encourage more international students. This led to increased multicultural awareness and improved leadership skills. During my time studying in Malta, I experienced a



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multicultural lifestyle through my participation in language courses, which in turn improved my English and communication skills. I am hopeful that my Master's degree in Management at [REDACTED] will lead me to discover a fascinating international community, provide me with a platform to broaden my social and professional horizons, develop my personal interests, and ultimately, thrive as a person.

I have a clear idea of my current educational level and have been evaluating my choices based on my past academic achievements and extracurricular pursuits. I have a background in management and economics, along with experience in a wide range of countries, which enables me to gain admission to the chosen program. Strategic Financial Management, Management Research Methods courses will equip me with the necessary tools to succeed in international business, and I'm particularly grateful for these classes. The program will likewise equip me with essential skills in strategic management and knowledge of the entire international market system, which will be beneficial for starting my own business.

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MOTIVATION LETTER №8 
MSc degree in Business, Norway

For the past 5 years, I have gained significant experience as a real estate development sector management professional as I worked in the field. At one of the largest commercial developers, I joined the Commercial Management Department as an economist, and my professional journey thus enabled me to develop a diverse range of skills in various managerial, financial, and industry-specific domains. With my previous experience and skills, I was able to turn my real estate development business from being a startup into a fully-fledged enterprise. The region's opulent commercial real estate development industry, in which I am well-versed in international standards, reveals a wealth of international real estate knowledge that is relevant to the region. With Yekaterinburg rapidly turning into a hub for global political, business, and technological conferences, I anticipate another major breakthrough that will lure overseas investors with its advanced infrastructure and compliance with international regulations.

Despite my experience working with regional investors, contractors, and standards, my focus will now shift to developing internationally-oriented real estate development, requiring a more comprehensive set of skills and knowledge. A new combination of managerial skills and cultural intelligence is essential in attracting foreign investors, marketing investment opportunities, and demonstrating leadership in negotiations. In the first place, I am dedicated to advancing and standardizing managerial, financial, and operational practices internationally, giving the project a significant competitive advantage and sustainable partnership. Especially in the context of making cross-cultural understanding and cultural intelligence the utmost important, having hands-on experience and cultural intelligence in any relevant negotiation with potential investors will make crucial contributions to lead negotiations. International ventures often take more significant risks than the American dream, which requires the ability to construct and manage a team of international experts.

Additionally, legislation and real estate development standards are constantly being revised to better align with international real estate standards. In today's real estate industry, specific worldwide trends, such as unstable economic and financial conditions, rising demand for eco-friendly and innovative technologies, and declining purchasing power among homeowners and tenants necessitate real estate project management strategies and search for alternative solutions to tackle all of these challenges. I'm currently pursuing a worldwide business leadership education that will equip me with a wide range of contemporary managerial tools to better manage my increasingly challenging leadership role.



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██████████ MSc program in Business is designed to provide me with the expertise and exposure I can gain, regardless of whether I am pursuing my first or second year. In particular, it will help me practice to create an international company, influence change, scale and establish a major player. The MSc program offers an additional means of combining practical learning on management techniques with a focus on leadership and organizational change. I am eager to learn about comprehensive management strategies, but I find myself being impressed by fresh knowledge and skills in managing psychology, which I gained while completing the Managing for Excellence – Generative Practices module. Through this program, I will be equipped with practical tools to enhance collective intelligence and promote change. In the end, my focus is on developing wholesome, effective and mutually beneficial relationships among various agencies within the operations, including contractors, builders, and other specialists. I desire to discover new ways to increase productivity, identify training and development needs, and implement policies proven to attract and retain the best employees. This will help me in my new endeavor of a new international business center startup.

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MOTIVATION LETTER №9
International and European Business Law LLM, Ireland



In the twenty six years of working in the business and legal sectors in Russia, I have progressed from being a director of a personal startup, to heading the regional project management departments, and finally becoming a lawyer with the bar associate in Yekaterinburg, Russia. Thanks to this path, I can now gain a comprehensive understanding of how to handle operations, negotiate contracts, and develop proficiency in solving problems associated with all the different types of small and large scale projects in the operational chain, as well as building a systematic understanding of the necessary competencies for managing all small operations. I feel more confident in my ability to enter the legal profession in 2014, thanks to the business aspect that enables me to pursue legal matters. There are various worldwide trends in the legal industry ranging from a lack of certainty in economic, financial, or legal matters to the need for international commercial trade strategies. This has led me to seek out alternative solutions and theories for how we can best address these uncertainties in the future. I am actively searching for a one year LLM in International and European Business Law program at [REDACTED] that will provide me with a blend of current legal tools and international perspectives to enhance my legal skills in light of the increasing uncertainty in the legal field.

Having completed my graduation, I became a director and head project manager in Yekaterinburg, Russia, overseeing local and regional projects in both small and large companies. My undergraduate degree in Legal Studies and postgraduate degree in Private Law, which were both conducted with hands-on experience as a director, equipped me with practical legal knowledge and facilitated problem-solving skills. A director's job was crucial in gaining knowledge on how to employ the many laws, rules and regulations to effectively address all the issues that arise at different stages of business operations. With these couples' successful projects and ability to oversee projects, my professional journey towards law took me to the bar associate of Yekaterinburg, Russia, where I began working full-time in 2014.

I experienced a diverse range of new legal questions while being a lawyer in addition to a well-known legal business operations question. Despite the fact that I was taking on a significantly larger number of legal cases, my higher level of responsibility was necessitating a new legal mindset, requiring me to be more present and dedicated in my work. Following that, I was able to handle several cases on a national level and became familiar with Russian law as it is currently handled. Nevertheless, international commercial and business legal norms and principles are gaining great power on the Russian Federation's territory. In order to become a proficient expert in the Russian and



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international legal systems and guide new uprising national and international companies, it is essential to personally familiarize myself with the international legal system and commercial law to ensure that I am familiar with the important aspects of international business law and regulations.

Having a degree in International and European Business Law LLM would be a great addition to my professional and academic growth. The program will enable me to comprehend how international laws affect commercial contracts, differentiate the nature of corporate obligations, and implement the relevant regulations in international business. As I graduate, I will undoubtedly enhance my ability to handle contractual risks under international law and many other uncertainties that will arise as the Russian legal system becomes more aligned with international legal principles. Following my LLM degree, I aspire to contribute to the global Russian legal market through a variety of precedents and roles. Given that I have accumulated new knowledge, expertise, and professional skills, I will be equipped to handle any challenges that may arise in my professional life as I continue to pursue my goals.

King regards



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MOTIVATION LETTER №10 
MBA in Hospitality Management, USA

Throughout my time as a student in Russia as a professional, I have picked up skills in customer service, operations management, and teamwork, demonstrating my ability to work in a team environment and effectively in a new environment. I managed to maintain my professionalism and contribute positively to the companies I worked for. Florida is where I plan to go to pursue an MBA in order to gain insight into the business world and gain knowledge from industry insiders. I am seeking to pursue a career with a leading hotel chain in Russia and Eastern Europe. Using technology and sustainability lessons learned in the USA will aid me in bringing value to the hospitality industry in Russia, and I am hopeful that I can make a significant impact.

I obtained my Bachelor's degree in Theory and Methods of Foreign Languages and Cultures Teaching from South Ural State University, where I defended my work with a degree in linguistics. I received an Excellent grade for my diploma thesis on "Pronouns in Literary Texts: Semantics and Syntactic Functioning (based on the works of Agatha Christie)". Despite taking time off from family responsibilities after completing my degree, I remained dedicated to my passion for hospitality and tourism and continued to display a love for family responsibilities and presides over loved ones. Having resumed my current role as a tourist agent in the tourist industry in 2017, I revolutionized the market by achieving 70% conversion rates and 65% return tourists. Because of my strong customer focus, the ability to identify the fundamental needs of tourists, and my energetic opposition management skills, I have been able to lead as a full-time and ardent customer, as well as remunerated by management for my challenges and under-performing adversity. Throughout this competitive journey, I gained valuable insights that I didn't expect from prior experience with the deposit system, as well as my knowledge of the product selection process (the initial point of sale) and my previous involvement with a deposit system during the selection process, all contributing to my success as a tourist product chooser. As a sales professional with extensive experience, I have also built up a formidable network of host organisations and hoteliers, which has enabled me to quickly manage tourist requests and ensure quality guest service. My knowledge of resorts and hotel bases has been fully developed through extensive research on their specific details, such as room stock and the nuances of the surrounding area, as I have delved into their details through personal visits, seminars, and webinars hosted by inviting organizations.

As the COVID-19 pandemic was set in motion and the tourism industry in Russia was severely impacted by significant losses, I opted to take on the role of Head of Administration at METRESURS LLC, serving as the sole official official of the Russian



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tourism company. The organisation's document management system was the most essential piece of advice I received during this time, as it allowed me to utilize my expertise, significantly enhancing the overall performance of hospitality networks. During my time at the company, I was able to successfully introduce compulsory digitization, regulate the use of an electronic document management system, and introduce a unified document style, all of which greatly improved the company's communication and documentation processes. Having worked in tourism and administration for two years and received a degree in linguistics, I am now well-equipped to handle the demands and expectations of the hospitality sector. I am searching for the ideal degree program in hospitality, tourism, food, and wine, with a focus on Florida International University in order to benefit my future job opportunities. Aspiring to pursue a Master in Hospitality Management (non-thesis) degree from [REDACTED], my ultimate aspiration is to become the most highly regarded and influential individual in Russia's hospitality industry, where I can contribute a great deal to making a difference.

An MBA in Hospitality Management from [REDACTED] is an exceptional option for students who aspire to become top-notch business professionals. Completed within a year, the course covers all essential areas of the hospitality industry and offers comprehensive education. As I am on the lookout for a short programme that will provide me with skills rapidly. Besides, the university boasts a Career Services department that caters to hospitality students seeking job opportunities and career advancement. The South Beach Wine & Food Festival, which lasts for five days and features the world's best wine, spirits, and chefs, is an opportunity for students to participate in events sponsored by the school. All of these attributes make [REDACTED] one of the leading schools for top-class hospitality programs.

The hospitality industry in Russia is anticipated to grow, with a growing middle class, rising tourism, the rise of the online travel market, and investment in new facilities being a few of the likely factors that could lead to a bright future ahead. The expected growth of hospitality professionals and Russian hospitality professionals in Russia is being attributed to these factors, which will allow new opportunities to be discovered. An MBA in hospitality from the USA has its perks, but it also ensures a career in hospitality in Russia. Having a strong background in business and management, I believe pursuing an MBA will equip me with a range of skills related to various hospitality industry professions. A successful MBA will provide me with a comprehensive understanding of hotel and resort management, food and beverage management, and event planning and management in Russia's hospitality industry, with a particular emphasis on international clients. Internships and case studies provide me with practical experience



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and valuable networking opportunities, which I look forward to greatly and also anticipating working with hands-on opportunities in various fields. Russia is a delicate balance between what I know as a native and what I am not, and there are a few things I can do to make it more manageable given the challenges and expectations that come with growing experience. I am seeking a distinct hospitality foundation from a top-tier hospitality provider, and I need to have that grounding established.

My goal is to establish a thriving career with either Azimut Hotels, a leading hotel chain in Russia and Eastern Europe with more than 60 hotels, or the historic Metropol Hotel Moscow, which has been serving guests for over a century. The hospitality industry in Russia presently demonstrates insufficient efforts to integrate technology into the sector, compared to sustainable practices. I want to pursue an MBA in the United States so that I can learn how technology can help me streamline operations, enhance efficiency, and improve the customer experience. The USA will serve as a reference point for me as I strive to adopt environmentally conscious practices, including sustainable practices like energy-efficient lighting, waste reduction, and water conservation. Unlike many potential candidates in Russia, I am committed to succeeding in this program and want to fully appreciate the variety of opportunities that I have. Hopefully, my determination, dedication, and passion are what I need to get there, and I am confident that I have what it takes to succeed.

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MOTIVATION LETTER №11 
The Master's in Media and Communication Science, Germany

Choosing the Bachelor's degree in Advertising and Public Relations was a natural choice for me as I had always dreamed of securing a job in media communication, and over the past six years, my vision for a career in PR expanded significantly. Despite lacking industry experience, my proactive approach to learning from industry provided me with an operational framework for storytelling and content management. Digital marketing is also the future specialisation chosen by the internships and work placements undertaken. To accelerate my career and land a more managerial position, I seek an international media communication Masters' program that provides me with comprehensive marketing tools training, technological skills, and a comprehensive understanding of social media communication channels.

I invested a lot of time studying marketing theory and attempting to implement the concepts in my everyday job, which I found invaluable during my undergraduate studies. I have tried a complex media project for the first time this year, titled War-scorched Pages, which celebrates the 70th anniversary of World War II. I am in my third year of university and have been working on it for the past three years. It was originally planned to be a solo initiative, but once the idea found a following among peers, they joined in and students joined in. Having maintained the role of driving the project's idea and execution, I found the opportunity to manage, oversee, and evaluate every aspect of its life cycle, from conducting interviews and gathering data to distributing press releases and managing websites, from finalizing the website's layout to administering the website's operation. Despite the project winning Best Regional Development and Advancement Project, I give more importance to the tangible benefit – my better academic performance – my superior administrative, conflict management and leadership skills. I recently realized the crucial topic of bridging the gap between traditional education and digital learning, which prioritizes creating digital content that stimulates original thought while utilizing digital media.

A desire to integrate my current role as a digital media manager into my new role brought me the opportunity to undertake summer internships that introduced me to the various responsibilities of a marketing and public relations professional. I plan to obtain a work placement around the end of every academic year, where I could engage in photography, retouching, video editing, and collaborate with media organizations, printing houses, and media organizations. While interning at Teleset-servis, an internet provider company, in 2013, I worked as a marketing trainee for the Teleset-owned firm, and during that time, I assisted in developing media plans and developing advertising campaigns to follow the quarterly guidelines. I hopped into the ASP call-centre, a company that specializes in delivering accounting and HR management software, the

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summer after, where I honed my skills by cold calling, conducting customer surveys, and ensuring that my clients were fully engaged in upcoming promotion events. I was a PR manager assistant at Idea, a once-in-a-lifetime event where I got to work with media players. Looking for more involved communication. 2015, however, things didn't quite go as planned. The challenges of front-line work, such as securing sponsors, securing favorable product placement terms, coordinating press-conferences, and engaging with journalists and influencers, made it a tough and challenging task to work alongside such talented people. Whether it's volunteering with a community or working for a corporate employer, I've learned to produce compelling content and choose the best channels for delivering it that would connect with the intended audience. Despite obtaining valuable transferable skills through short-term internships, gaining insight into the media activities of the company during my last three or four years as an intern was crucial to my ability to observe and measure the success of the company's strategies in the long term.

After completing my studies in 2016, I secured a position at a renowned grocery retail and delivery firm called Pryanosti Online. Despite my academic achievements and years of practical experience, I have also encountered various roadblocks in accessing the job market through my commitment to actively participating in all phases of content creation and release, which has increased my media marketing skills. My role as the sole content manager of a company requires me to identify and develop a strategic content strategy that reflects the company's marketing objectives. Maintaining a positive corporate image and implementing the strategies I was taught helped me to prioritize work assignments, delegate individual tasks to team members, and establish lasting working relationships with bloggers and external contractors. The company participated in the Black Friday national sales event in 2017, which served as a demonstration of the value of early strategic planning, effective allocation of human and material resources, and quantifiable metrics in weighing the success of marketing and advertising investments. I've realized that my goal is to further my understanding of digital marketing by pursuing postgraduate practice-oriented studies, which require a greater understanding of the technical and analytical issues that are a concern.

The content of Media Masters from Russian universities seemed to primarily focus on theoretical academia, despite my initial assumption that this was possible. After examining the international educational offerings, I have selected three ultimate programmes that focus on both qualitative and quantitative evaluation of contemporary media and aim to enhance fundamental analytical and planning skills for a more effective use of media tools.

[REDACTED] in Media and Communication Science is the ideal choice for me because it affords an exceptional opportunity to study economics,



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media technology, and communication science simultaneously. Media Management & Communication of Innovations is the field that grabs my attention the most as it provides application-oriented insights into communication strategy and methods. Keeping the department focused on enhancing the teaching experience is achieved by incorporating the results of its in-depth research in media science into a lively lecture series. Its interdisciplinary curriculum, which combines marketing, technology, management, and media psychology concepts, enables students to create economically viable media product roadmaps. Acting at the threshold of converging markets and media, I will gain proficiency in devising and executing complex communication methods that meet the planned timeline, budget, and intended recipient demographic.

Even though the [REDACTED] offers a similar course, media strategies are addressed in these campaigns, but with a greater emphasis on their ethical and cultural weight. Master's in International Media Cultural Work degree with project based on project teams. But in this instance, the knowledge is not transmitted in an inflexible teacher-student environment, but rather through processual collaboration among students facilitated by expert teachers. Project learning can result in two significant outcomes for me: I will share practical industry knowledge and collaborate with like-minded individuals from various educational and professional backgrounds, while also enhancing my leadership and media arts abilities. The inclusion of flexible course content is a further benefit. It combines core modules and electives and allows me to develop a strong core module knowledge in media management and simultaneously equip me with a critical understanding of media technologies as forms of creative self-expression that are compatible with my academic and professional practices.

[REDACTED] Politics and Society course draws upon the history and study of media studies, with a particular emphasis on media studies and multicultural communication. In addition to spanning across media, politics and society, the programme provides advanced training in quantitative and qualitative research methods, along with a communication consulting internship to demonstrate the skills acquired during the program. By applying the learned principles, I can immediately demonstrate my comprehension of media processes and prevent any differentiation between academia and the generalized industry practice.

With a postgraduate degree in a global environment, I am able to recognize and capitalize on the innovative European media trends that are emerging in the Russian market. My strategic thinking and analytical and problem-solving skills will be developed with the combination of theoretical ideas and practical experience, which will be used to achieve success in managing large-scale media engagement campaigns spanning across multiple national and global communication platforms. Furthermore, it can



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establish global network contacts, which is a positive development for digital marketing professionals in the country and will facilitate efficient communication among experts.



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MOTIVATION LETTER №12
The masters program in international relations, China



I am hoping to lay claim to my future as a leader of the international relations trade department at PJS NLMK company, a leading Russian producer of high-quality steel products, working with Chinese and Indian partner companies. I began acquiring the fundamental skills for my upcoming career paths in various areas, including research, analysis, evaluation, and communication, while pursuing my undergraduate degree in International Relations in 2012 and putting in a lot of effort to acquire these competencies as I embarked on my studies. My learnings and experiences in 2014 led to me taking part in an exchange semester in China, and by 2018 I had the opportunity to work with Chinese partner companies to become a specialist in International Relations Trade, which ultimately inspired me to explore more research in 2019.

I was able to research, source and scrutinize information comprehensively after studying International Relations as an undergraduate. I studied issues related to Afghanistan as part of my undergraduate thesis "Afghanistan is a Foreign Policy Vector of the USA in the XXI Century". I found it was vital to analyze the global dimensions of the issue in order to identify potential policy alternatives that might align with international norms. Despite never having the confidence to communicate effectively in real life, I needed more hands-on experience to help me improve my communication skills.

I am currently employed in the US for Work and Travel USA and have been involved in a semester abroad program at Jilin Huaqiao Foreign Languages Institute (HUAWAI) during 2014, where I have briefly experienced Chinese culture and communication and also volunteered to assist my university administration in coordinating and supervising semester exchange students. I met with the administration organisers of the Chinese universities who worked with foreign students and semester exchanged students at the partner universities. There, I witnessed how they function to create optimal conditions for global interaction. I had the opportunity to witness firsthand how the organizers shape plans and policies for international students, while also examining the function of various foreign universities. Analyzing its relationship with international contexts was fascinating, and I observed the need to understand the national and international policy frameworks as a critical critiquing for sustainable international communication development. From this realization, it was clear that a triumphant project is dependent on communication and cultural understandings.

After returning from the exchange semester in 2015-16, I worked as an English teacher at YES Language School, which provided me with a valuable opportunity to improve my communication and writing skills. As a student, I was able to improve my communication skills, particularly knowing who I am targeting and how I can



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communicate with different types of people. This included framing what I want to say based on the audience's level of knowledge, their objectives, and their perspectives. My experience as a professional writer significantly enhanced my abilities in both written composition and public speaking. Moreover, it honed my organizational skills as I crafted presentations and designed seminar and lecture plans. However, despite these strengths, I felt that teaching alone did not provide me with the aptitude to critically analyze information or construct coherent arguments. This realization compelled me to seek an administrative position at a later stage.

Upon my graduation in 2016, I embarked on a career with the Plaurum Group, a renowned company specializing in the processing of industrial wastes. In my role as an Administrator, I developed a unique skill set centered on organizing and making sense of complex information and diverse opinions. This capacity to bring order and intellectual coherence to a tumultuous sea of facts has proven invaluable. Alongside my administrative tasks, I was entrusted with the responsibility of documenting processes and producing reports for my supervisor. Through this, I honed my ability to articulate the rationale behind my document filing, highlighting the logical and well-grounded approach I utilized. This knack for presenting knowledge, ideas, and arguments in a clear and concise manner has served me well in my professional journey. The culmination of my academic background and hands-on experience led to a well-deserved promotion in 2018, wherein I assumed the role of Specialist in International Relations Trade. This new position demanded the proficient promotion of trade policies across various partner companies in Asia. In fulfilling this duty, it became imperative for me to deploy analytical, strategic, and logical thinking skills. Thus, my progression as a professional writer has allowed me to acquire a wealth of experience in the realm of document organization and presentation as an Administrator. Building upon this foundation, I successfully transitioned to the exciting world of international trade, where my analytical and strategic prowess enable me to excel in promoting trade policies across diverse partners in Asia.

In August 2018, I was transferred to PJS NLMK to work alongside a partner. By December, I had the opportunity to engage in a newly signed contract with our Chinese counterparts. This contract required me to interact and establish connections with individuals from China. It was during this time that I realized the importance of seeking further education. As I worked with our foreign partners, specifically in the bulk delivery of steel products to China, I was able to enhance my core reading, research, and analytical skills. These skills proved vital in critically assessing the dynamics and history of international politics, as well as evaluating complex global issues. However, I also recognized that I lacked transnational experiences and cross-cultural understandings necessary to excel as a true leader in international trade.

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Although I successfully closed the deal with our Chinese partners, I learned firsthand the immense significance of understanding different cultures. It became evident that this understanding is what truly adds value for customers, fosters win-win situations, and prevents the potential consequences of misunderstandings. These consequences can range from incorrect material usage to missed deadlines and, in some cases, even insults.

In order to succeed as the head of the international trade relation department in the future, it is crucial that I possess the ability to apply cultural concepts, theories, and methods to analyze political ideas, institutions, and practices of both Russia and China. Hence, the Master's degree in International Relations at [REDACTED] in China is the perfect fit for me. This program not only focuses on developing my understanding of the Chinese political system and the distribution of power within it, but also provides me with knowledge of the social, economic, historical, and cultural contexts in which it operates. Additionally, it equips me with the skills to evaluate various interpretations of political issues and events.

As an experienced professional writer, I envision myself meticulously gathering and monitoring information from both public and private sources in relation to various Chinese and Russian industrial, economic, social, and policy-related matters. It will be my responsibility to compile this data into comprehensive reports for my future clients, keeping them informed about any advancements and providing them with guidance and recommendations based on their goals. The master program's unique blend of international relations and politics offers me invaluable access to this exciting field. I firmly believe that the chance to collaborate with colleagues from diverse backgrounds will broaden my perspective and enhance my abilities in communication, analysis, and problem-solving, all of which are essential for navigating a multicultural world. Moreover, being in the company of accomplished professionals in this field will afford me the luxury of obtaining critical feedback, which will continuously inspire me to reevaluate myself and strive for even better results.

Sincerely

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MOTIVATION LETTER №13

The Master in Digital and Interaction Design, Italy



As a Bachelor student of Design at the Ural Federal University from 2014 to 2018, I delved into the realms of illustration and graphic design as platforms for project planning and efficient representation of intricate ideas. My passion for graphic design initially sparked during my time in high school, when I had the opportunity to attend design workshops in various countries. The ability of visual communication to effectively convey concepts to specific audiences captivated me even during my early years of education. Since then, I have continued to be enthralled by the power of visualization in conveying complex ideas to diverse audiences. With the advancement of technology, a plethora of tools have emerged, allowing us to enhance our work's effectiveness and impact, all while freeing up time for creativity and concept creation. Wanting to tap into the potential offered by these tools, I actively pursued learning new technological advancements starting from 2015. My goal was to employ these tools to create immersive and emotionally-driven experiences that transcend conventional boundaries. By choosing to pursue a Master's in Digital and Interaction Design at P [REDACTED] I aim to complement my background in visual arts with the knowledge and application of technological tools. This endeavor will enable me to unleash the full extent of my creativity towards various objectives, opening up new possibilities and realms in the process.

During my time as an undergraduate student, I had the opportunity to partake in several design projects and internships, mainly focusing on creating marketing materials for various state institutions. These experiences taught me the crucial importance of developing a strong conceptual understanding of customer-oriented processes and products in order to effectively convey a message. Furthermore, the limited exposure I had to design software forced me to quickly adapt and learn on the go, which imposed certain limitations on my ability to fully complement my conceptual design ideas. It became evident to me that each stage of a graphic design project requires a different method of representing ideas, ranging from simple sketches to complex prototyping software and advanced visually-enhanced technologies. As an integral member of the team, I was responsible for quickly grasping content-specific nuances, maintaining effective communication with industry experts, and efficiently managing projects. This experience served as a valuable learning opportunity and motivated me to push my skills to the next level.

Over the last few years, I have taken advantage of various short-term and online learning opportunities, focusing primarily on graphic and 3D design. These courses not only helped me to develop specific skill sets, but also deepened my understanding of the ever-evolving landscape of digital and interaction technologies. Through these



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experiences, I became acutely aware of the challenges associated with adopting emerging technology and media. Therefore, when considering my options for further education, the Master's degree program in Digital and Interaction Design at [REDACTED] stood out to me. I am particularly drawn to the program's emphasis on project-based learning, as I believe it will provide me with invaluable opportunities to both learn and push the boundaries of emerging technologies. In particular, I am eagerly anticipating the User-Centered Design studios, recognizing their crucial role in creating immersive experiences that resonate with diverse audiences. Furthermore, I am excited about the business-focused components of the program, such as the courses in Business Innovation and Digital Design Applications. I see these as invaluable opportunities to put my user-centered approach into practice and engage in the iterative process of design thinking. Additionally, the inclusion of internships and professional workshops will further enhance my real-world understanding of the field. In summary, the Master's degree in Digital and Interaction Design at [REDACTED] aligns perfectly with my goals and aspirations as a professional. I am confident that through this program, I will not only enhance my existing skills but also acquire the knowledge and experiences necessary to thrive in the rapidly evolving landscape of design and technology.

The access to the exciting combination of product design, graphic design, computing, and user research offered by the master program is crucial to me. I am confident that being able to collaborate and learn from colleagues with diverse backgrounds will broaden my perspective and enhance my adaptability in our multicultural world. Surrounding myself with accomplished professionals in the field will provide me with the valuable opportunity to receive constructive feedback, inspiring me to continually reassess and strive for excellence. I firmly believe that the network of skilled experts at [REDACTED] will become an invaluable support system as I pursue my long-term goal of creating fulfilling experiences that cater to people's needs.

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MOTIVATION LETTER №14
Premedical program, Hungary



Having been involved in competitive sports throughout my life, I have had the privilege of witnessing the crucial role that proper medical care and rehabilitation play in promoting successful recoveries. I have been fortunate enough to witness firsthand the impact that skilled healthcare professionals have on athletes with both minor and severe traumas. This valuable experience has instilled within me a profound admiration for the intricacies of the human body and its functioning, fueling my ardent desire to delve deeper into the realm of medicine. As a dedicated rhythmic gymnast and coach, I have come to realize the significance of unwavering commitment, unwavering persistence, and maintaining a delicate balance between the physical and mental demands of the sport. These invaluable attributes have not only propelled me to achieve great heights in my athletic endeavors but have also equipped me with the necessary tools to embark on the challenging and rigorous path of becoming a healthcare professional.

I have a deep ardor for mathematics and actively enroll myself in advanced math courses at school. I firmly believe that my love for this subject will immensely benefit me in pursuing a premedical course for numerous reasons. Primarily, the study of mathematics inherently requires critical thinking and problem-solving skills, enabling me to enhance my analytical capabilities. Furthermore, my passion for mathematics serves as a testament to my developed skills, equipping me to apply them proficiently within a medical context. Additionally, the meticulous attention to detail, accuracy, and precision demanded by mathematics will ensure that I possess these vital qualities valued in the medical field. Lastly, comprehending and interpreting quantitative information effectively is paramount in the realm of medicine, as it involves the proficient understanding of statistics and data analysis.

Having been raised in a family of medical professionals, I have had the privilege of witnessing the remarkable impact that healthcare practitioners can make on the lives of others. My parents have instilled in me a profound appreciation for the significance of a medical education and the accompanying responsibility. I am eager to follow in their footsteps and contribute to the field of medicine in my own distinctive manner, starting my journey in Hungary. Hungary stands out for its emphasis on preventive care and utilization of cutting-edge medical technologies, which tremendously contribute to high patient outcomes and satisfaction. The nation boasts a well-established network of both public and private hospitals, offering patients access to an extensive range of medical services, including general practitioners, specialists, and top-notch diagnostic facilities. Moreover, Hungary has become a sought-after hub for medical tourism, attracting individuals from all corners of the globe for a wide range of medical procedures and



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treatments. The country provides an array of services, such as dental care, plastic surgery, and orthopedics, at more affordable costs compared to other European and North American counterparts.

For these reasons, I have decided to submit my application to your esteemed [REDACTED] [REDACTED]. The captivating history and rich cultural heritage of the medical field in Hungary serve as a great source of inspiration to me. Moreover, I deeply admire the strong emphasis placed on practical, hands-on training in your premedical program. I firmly believe that the education and opportunities offered by your institution will equip me with the necessary skills and knowledge to achieve my aspirations and create a positive influence within the medical field. The combination of practical training and English language instruction will undoubtedly provide me with the tools and confidence essential for success in a demanding medical program in the future.

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MOTIVATION LETTER №15

The Advanced Diploma in Computer Systems Technology, Canada



I am writing to express my keen interest in pursuing the Advanced Diploma in Computer Systems Technology at [REDACTED]. Coming from Gymnasium 94 in Russia, I have a strong foundation in mathematics, the English language, and rhythmic gymnastics. My advanced coursework in Algebra, Geometry, and English, coupled with my background as an athlete, highlight my academic prowess and discipline. Furthermore, my extensive experience in Rhythmic Gymnastics and my current role as a Children's Coach exemplify my dedication to hard work and my ability to collaborate with others. It was my exposure to mathematics and athletics that initially ignited my fascination with the field of Computer Systems Technology.

My fascination with mathematics has laid the groundwork for my comprehension of computer systems technology. Numerous elements of computer systems technology, such as computer architecture, operating systems, computer networks, database management, software engineering, human-computer interaction, and cybersecurity, are intricately connected to mathematics. Driven by my inquisitiveness, I independently delved deeper into these subjects, which led me to embrace the additional course "selected problems in mathematics" during my 10th and 11th grades. I firmly believe that this solid foundation in mathematics will greatly assist me in my pursuit of knowledge in the field of computer systems technology.

During my years of athletic pursuit, technology has been an integral part of my journey. The world of Rhythmic Gymnastics has a strong bond with computers, utilizing technology for training, performance analysis, and scorekeeping. As a coach, I harness the power of video analysis software and computer programs to enhance my coaching methods, elevating my students' performance to new heights. This intersection between technology and my passion for athletics kindled my interest in computer systems technology. The idea of boosting productivity, refining decision-making processes, and fostering seamless communication and collaboration resonates with the concept of teamwork in sports. It was the Systems specialization that specifically captivated my attention, focusing on content management systems, database administration, and computer security. At present, I find myself fascinated by Operating Systems and their role in supporting, managing, and administering computer systems. Additionally, I am keen on exploring the virtualization of cloud services and data management. In the near future, I aspire to secure an administrative position in the field, delving deeper into the realm of cybersecurity. Equipped with my expertise in computer hardware, software, and networks, my aim is to design and oversee information systems that optimize organizational efficiency. I am also eager to acquire the knowledge necessary for developing and managing e-commerce solutions, safeguarding against cyber-attacks,



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and leveraging business intelligence. Ultimately, my long-term ambition is to pursue a postgraduate degree in cyber security, leveraging my expertise to make a positive impact in the field.

As a seasoned writer with extensive experience, I am confident that the Advanced Diploma in Computer Systems Technology program at [REDACTED] will equip me with the invaluable hands-on experience essential for accomplishing my objectives. I am enthusiastic about acquiring practical expertise in the installation and configuration of diverse equipment, spanning from small workplaces to cutting-edge hardware and software utilized by large businesses.

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MOTIVATION LETTER №16
Dual Master's programme in Innovation management, entrepreneurship and sustainability, Germany and Russia  

In 2014, I enrolled in the Bachelor program in Innovation Studies at the Ural Federal University in Yekaterinburg, Russia. This was the start of my journey into the world of emerging technologies and innovative ideas. While my university education equipped me with a solid theoretical foundation in information technology and project management, my ultimate goal has always been to utilize innovation strategies to develop sustainable business solutions. As a result, I aspire to become an innovation consultant for a prestigious multinational corporation. To achieve this career objective, it is essential to possess a diverse set of skills including technical expertise, business acumen, and multicultural intelligence. In light of this, I have decided to pursue an international M.Sc. in Innovation Management, Entrepreneurship, and Sustainability at [REDACTED]. This program will provide me with the comprehensive knowledge and practical experience required to excel in the field of innovation and contribute to the success of multinational organizations. I am excited about the prospect of further expanding my horizons and working towards a future where innovation plays a pivotal role in driving sustainable business practices.

During my undergraduate studies, I gained valuable research experience in exploring the intricate interplay between innovations, economic advancements, and technological developments. While working on my term paper focused on Industrial Technologies and Innovations, Business Planning, and Team Building in Project Groups, I delved into the ways in which innovation and technology disrupt and accelerate businesses by offering solutions that mitigate risks. Although my term paper provided an excellent theoretical foundation on the topic, I craved the opportunity to witness these technologies and businesses in action. Seeking a more hands-on approach to engage with these issues, I eagerly participated in a competition called "Innovative Diving; Business Camping." The objective of this competition was to develop a new application or game that would attract a large customer base and foster customer loyalty. Together with my team, we designed a mobile application that allowed users to actively participate in charitable activities such as collecting food for animal shelters or donating clothes to orphanages. Upon completing each project, users would earn points. Our innovative app, which consolidated all available charity opportunities based on the user's location, successfully secured second place in the URFU IT project presentation held in December 2014. This project not only provided me with practical experience but also served as a source of inspiration and motivation to pursue my own startup venture.

During my sophomore year of college in 2015, I established a futsal center called Sintur KIDS. This center aimed to offer after-school team sports programs exclusively designed



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for preschool children. As the founder, I undertook the responsibility of developing a business plan, devising a marketing strategy, executing it, and also formulating a growth strategy. Through my startup venture, I acquired a versatile skill set, which encompassed tasks like negotiating contractual terms, securing trade agreements, managing media relations, assembling and leading teams, and organizing events. Notably, it taught me the significant value of consistent innovation to effectively cater to evolving customer demands and a dynamic business landscape. For instance, to ensure utmost customer satisfaction, I successfully introduced a comprehensive digital payment system.

In 2016, I joined Finsib CJSC, a company focused on developing stationery products, as an Assistant to the Managing Director. In this role, I was responsible for various tasks including contract drafting, conducting market analysis, negotiating with suppliers, and overseeing logistics. Additionally, I was entrusted with creating a plan to increase sales and resolving any issues that arose. This experience allowed me to actively participate in the process of generating ideas, testing them, making improvements, and implementing successful solutions. As a result, I gained confidence in implementing innovative approaches that have been proven effective in the market.

My extensive theoretical and practical background has provided me with a comprehensive understanding of the theory underpinning innovation. However, it has also made me acutely aware of my need to enhance my analytical and problem-solving abilities in order to excel as an innovation consultant. To truly succeed, it is imperative that I expand my horizons beyond Russia's business boundaries and gain exposure to fresh ideas, cutting-edge technologies, and innovative business models on a global scale. This is precisely why the interdisciplinary M.Sc. in innovation management, entrepreneurship, and sustainability at [REDACTED] is an ideal fit for me. Not only will this program hone my problem-solving and management skills, it will also equip me with the analytical prowess necessary to comprehend the intricacies of technology within organizations and beyond. Moreover, it will imbue me with the capabilities to make sound decisions and tackle problems effectively, seamlessly transforming technological opportunities into groundbreaking ideas.

Being an innovation consultant at a large multinational organization has always been my ultimate aspiration. I envision myself collaborating with stakeholders to delve deeper into their evolving needs by implementing cutting-edge strategies and creating innovative products. I am highly confident that this Master's program will equip me with the skills necessary to thoughtfully integrate and sustain modern innovative technologies based on global best practices. Furthermore, I firmly believe that this academic pursuit will foster my critical and strategic thinking, enabling me to contribute as a leader and creative problem solver, guiding clients in striking a harmonious balance



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between the allure of emerging technologies and the practicalities of their business operations.

Sincerely



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MOTIVATION LETTER №17

The Master's program of Electrical and Computer Engineering, Germany



In 2015, I embarked on a rigorous Bachelor program in Mechatronics and Robotic Engineering at the Ural Federal University in Yekaterinburg, Russia. This academic journey allowed me to delve into the intricacies of electrical and mechanical systems, exploring the dynamic fusion of robotics, electronics, computer science, telecommunications, systems management, and product engineering. While my university education provided a solid foundation in the theoretical framework of engineering systems, I yearned to explore the practical applications of information technology and robotics. My ultimate goal is to become a distinguished Robotics and Automation Engineer at BIT Robotics, the prominent robotics manufacturer and research company based in Moscow, Russia. Aware that such a prestigious position necessitates exceptional problem-solving abilities and cutting-edge knowledge in electrical engineering, computer science, and robotics, I actively pursued additional academic and professional opportunities to further augment my skill set. My realization of the need for further education abroad arose during my internships with automation suppliers in 2018 and 2019. These experiences shed light on the competencies I lacked to seamlessly transition into a role at BIT Robotics upon completing my Bachelor's degree. Consequently, my strategic plan and immediate objective revolve around seeking an international Master's program in Electrical Engineering and Information Technology / Robotics, Cognition and Intelligence at the esteemed [REDACTED]. This will provide me with an opportunity to fortify my expertise in mechatronics and robotics by acquiring comprehensive knowledge in electrical engineering and computer science, thus equipping me with the essential skills for accomplishing my long-term aspirations.

During my undergraduate studies, I conducted research for my thesis on the development of Weigh In Motion (WIM) systems. These systems are designed to collect and analyze weight-based traffic data in order to identify vehicles that are overloaded. My focus was on the research and development of comprehensive measurement systems, ranging from sensors to software. Throughout this research, I gained a deep understanding of mathematical problem-solving, programming languages, and machine decision-making. These skills are essential for automation engineers. To further enhance my knowledge, I took additional courses in kinematics and computer science in 2017 and 2018, as these subjects were not fully covered in my Bachelor's degree curriculum. The quality of my research and term papers was recognized and positively evaluated, earning me a systematic full tuition scholarship for the duration of my studies. However, despite my academic success, I felt that I lacked sufficient knowledge in systems thinking and technology design. I realized the importance of thoroughly



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understanding systems analysis and evaluation, which requires knowledge in mechanics, electronics, programming, sensing, psychology, and cognition. As a roboticist, it is crucial to have a comprehensive understanding of how different systems work together and to be well-versed in the theory behind them. Additionally, skills in technology design are essential for effectively identifying and addressing problems. This realization motivated me to seek practical experience where I could acquire the necessary skill set.

In the summer of 2018, I began my journey in the field of design and assembly of automation equipment as an intern. The following year, I had the opportunity to further enhance my practical skills while working with a supplier of process automation equipment. During these experiences, I immersed myself in the world of analysis evaluation and technology design. Under the guidance of my supervisor, I gained valuable insights into the intricate process of creating custom automation equipment, special machines, assembly automation, and industrial automation equipment across various industries. Being a part of the team responsible for one-stop solution orders, I faced challenges of different complexities within various workspaces. It was fascinating to witness how our team extensively brainstormed and devised solutions for programming, engineering, and support of automation equipment. This allowed me to witness firsthand how expert designers and engineers meticulously analyzed the customers' specifications and proceeded to design seamless automation equipment to meet their needs. This enriching experience enlightened me about the importance of acquiring additional technical competences. Not only do I aim to develop the necessary technical skills as an engineer, but I also strive to cultivate creative thinking, attention to detail, and proficient computer programming and software development abilities.

Henceforward, the focal point of my educational journey lies within the Master's program specialization in Electrical and Computer Engineering. Through this program, I am confident that my deficiencies in tackling key underlying challenges will be effectively addressed. Moreover, the program's adaptability and versatility will foster innovative perspectives on future engineering processes. Lastly, by pursuing a Master's degree with a specialization in Automation and Robotics, I will enhance my capability to approach emerging technologies with an open mind, conscientiously assess potential technological hazards, and achieve even more refined cost-benefit analyses.

As a highly experienced professional writer, I endeavor to revolutionize the field of robotics technology and dedicate myself to enhancing the interaction between humans and machines through the utilization of all available tools and cutting-edge technology. In the near future, I envision myself shouldering the responsibility of resolving complex engineering hurdles, while efficiently designing, managing, and implementing innovative autonomous robotics platforms and applications. Looking ahead, I foresee



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myself assuming the leadership position within the department, overseeing a team of talented engineers. I am fully confident that by enrolling in this Master's program, I will acquire the necessary skills to address the critical challenges facing the robotics industry in Russia and contribute significantly to the growth of this sector within my home country.

Kind regards



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