

Dear Mr van der Lee,

With this letter I am going to convince you that I am the perfect student to go to HEC Montréal in Canada. First I will explain why it is important for me to go on exchange and why I would be a good Tilburg (University) ambassador. After that I will explain why I want to go to HEC Montréal and why Macquarie University and Queens University are my second and third choice.

As a student who is following the International Business Administration course I think that going on exchange will be a great addition to my studies. Currently I am doing the subject "Comparative & Cross-Cultural management" in which we handle cases concerning different cultures. The thing is however, with all these cases you have to "imagine" going to another country, imagine that you have to start working in another company, with another culture etc. Well I don't think that imagining is enough, I want to experience it myself. I have never been abroad for longer than 3.5 weeks, so I have never experienced what it is like to really live in another country with another culture. I think an exchange period would make the "International" in International Business Administration more real. In this way I can really experience how another culture works, and learn how to cope with cultural differences. This would be really valuable when I am going to work at or with foreign companies in the future.

I also think that I will be able to represent Tilburg fairly well in another country. Most of my friends study in Eindhoven and still live with their parents. I always try to encourage them to find a room in Tilburg because Tilburg has a much better atmosphere than Eindhoven. My friends even get annoyed sometimes by how much I talk about Tilburg. Therefore, I think that I will be a good ambassador for Tilburg. I am convinced that I will be able to sell Tilburg to the local students. In addition I am very positive about our university, I am satisfied with my program so far and I really like our campus. It became clear to me that Tilburg University is really trying to create an international atmosphere for their students.

My first choice is HEC Montreal in Canada because of several reasons. First of all I think that Montréal has a lot to offer, it is an important city for commerce, finance and industry. At the same time it is a city with a lot of students since it has several universities. Because of this I expect to meet lots of different nationalities which is one of the main reasons to go on exchange for me. Secondly Montréal is often referred to as the cultural capital of Canada, so I am convinced that there will be a lot to do. One of the cool things that really made me enthusiastic about Montréal itself was the underground city. I had never heard of something like that before and I really want to discover this myself. Thirdly, Montréal is located close to the USA which will allow me to visit New York a city that I have always dreamed of visiting.

Even more important than the city is the business school itself. HEC Montréal was the first North American business school to earn three accreditations (AACSB International, EQUIS, AMBA). The AACSB International accreditation for instance is an accreditation that less than 5% of the 13.000 business programs have earned. Since this is not something that the average business school has achieved, studying at HEC Montréal will not only be a good addition to my résumé because of the interaction with other cultures but also because HEC Montréal is believed to be an outstanding business school.

HEC Montreal offers enough courses in English, therefore it should not be an issue that Montréal is in the French speaking part of Canada. I pre-selected the following courses: Economic Problems and Policy analysis, Investment, International Trade and Consumer Behavior. Up until this point I am satisfied with the IBA program, however, and I knew this in advance, IBA does not focus a lot on economics in general. I still think this is an interesting subject, and it will also support me in understanding businesses. Because of this I think that the course Economic Problems and Policy Analysis will be very interesting and value-adding. Secondly I chose the course "Investment" which relates to finance, I find finance an interesting course and I have not excluded the possibility of doing a finance master. Therefore Investment will be a good addition to IBA and

perhaps a master in finance. Consumer Behavior relates to marketing which currently is my second choice for a master. Also I am very interested in consumer behavior, I always wonder why people do not have the same choice in products as I do. For instance why do people pay €700,- for an iPhone while I have a €350,- Sony phone with the same capabilities. I am interested in these matters and we have not covered this very specifically in IBA yet.

Finally I would like to say that I have oriented myself on going to Canada before. Two years ago my dad's family from Ottawa visited us in the Netherlands. They invited me to come to Canada during my summer holiday. I had seriously thought about going, but because of financial reasons I did not. However I am now able to go and my dad's family has been very welcoming in the past, they even talked about visiting New York with me. Therefore they can be a great help to me when preparing for my exchange and when I am there I can even visit them. My dad told me that they do their regular shopping in Montréal. And maybe their offer to take me to New York still stands.

My second choice is Macquarie University in Sydney. Australia is a very multicultural country which again allows me to interact with people from different cultures. Also, it is convenient that Australia is an English speaking country, and it will help me to improve my English. What I like about Macquarie University is that they offer on-campus housing. I think it would be a very fun experience to live on campus with other students. I immediately think about American Pie when I hear on-campus housing, while it is probably not that extreme I still think it is more fun than how students live in Tilburg. Macquarie is the 9th best university in Australia and they offer a wide range of subjects in the field of economics. I pre-selected Consumer behavior, brand management, introduction to Global business and principles of management. Consumer behavior and brand management relate to marketing which as I have told before I am considering as a master. Principles of management is about the structure and nature of organizations, while we have had this already in IBA I hope to get a more in-depth view on these matters since I find them very interesting.

My third and last choice is Queens University in Kingston, Canada. Kingston is very different from Montréal, Kingston is a small city with a lot of students. I think that will provide a nice atmosphere. Kingston is also close to Ottawa and New York. Queens University provides on-campus housing just like Macquarie which also attracts me. I think living in Kingston will be more similar to living in Tilburg than living in Montréal. This is one of the main reasons that I put HEC Montréal and Macquarie University above Queens University. I am looking for new experiences, and I think that Sydney and Montréal will make a bigger difference.

Queens University offers a lot of interactive learning which I think will also increase interaction with local and other foreign students. In this way I hope to get a lot of experience with other cultures. At Queens University I also pre-selected some courses. For instance Canadian business history, Negotiation Theory and Behavior and consumer behavior. Canadian business history seems very interesting to me, this will help me to get to know the Canadian culture and see business from another perspective I think.

In conclusion I think that studying abroad will be a valuable experience from which I can benefit in the future. I hope that I have been able to convince you that I really want to go to Montréal and that I will be able to get the most out of my time there. While I am also excited about my other choices I strongly prefer to go to Montréal.

Yours sincerely,
