

Dear Sir/Madam,

I am writing you in order to convey you of the importance a semester abroad at one of the 3 university's I selected in Canada holds for me. First, I will shortly go into my choice for Canada after which I will expand on my motivation for each specific university and the city in which that university is located. Subsequently, I will say something about how my language skills could benefit from this exchange and finally I will explain why I think I would make a great ambassador for Tilburg University

A few years ago when I decided I wanted to do my bachelor in International Business Administration, I was already very excited about the opportunity to go on exchange in first semester of the third year. The importance of culture has been impressed upon me when travelling as well as when working in groups with people from different countries. Canada and especially Toronto and Ottawa being real stirring pots of different cultures have therefore always appealed to me much more than similar universities in the USA for example. Furthermore, what I also find very appealing is the way of teaching that Canadian Universities have. The classrooms are small and participation is required and even graded for some subjects, which I recently during a language course in advanced English found out I **absolutely love**. It has the positive effect of increased motivation which is also something I **see back** when reading experience reports from students who have been to Canada and said to come back much more passionate about their field of study than when they left.

As a first preference of study abroad destination I have listed Tefler School of Management, University of Ottawa. Ottawa is the capital city of Canada but is not the largest in terms of inhabitants. It was elected the capital because it has a fairly equal division of people who have a French and people who have an English mother tongue. Ottawa is one of the world's clearest examples that though language is part of culture, it does not have to be a defining characteristic. Canada as a whole and Ottawa more specifically has a multicultural background with a long history of immigration. It is rich of tolerance, resilience and openness which is something the Dutch has always praised themselves for, but which I believe has recently faded away for some part. I would like to see how Canadians sway from polarization like we until not to recently also did.

Tefler School of Management offers a large amount of very interesting courses and going through them I felt like a little kid how got his hands on a cookie jar. Eventually I selected a couple of courses that, if offered the chance, I would very much like to take.

Human Resource Management is a course that is not offered in the IBA curriculum but will take of perfectly where Organisational Behaviour left me of last year. In any kind of organisation, it is always important to recognize people's strengths and weaknesses and help them deal with those accordingly. I feel that not taking such a course would be a significant shortcoming when exploring the different sides of business that a broad bachelor such as IBA is supposed to offer.

Marketing Strategy and Strategic Management are two courses that are relatively advanced compared to all the undergraduate courses offered and are both very much focussed on real world cases besides offering a fair amount of theory. I think that these two courses can be very good additions to the marketing and strategy courses that I have already followed. More importantly, I already have a strong preference for doing my master in Strategic Management, Marketing Management or International Management and believe that those courses could give me an important head start or at least a better idea of what I would be getting myself into.

Entrepreneurial Mind extends on the previous argument in the case of the Strategic Management master as I will have to choose between a focus on entrepreneurship or consultancy. Furthermore, the course Entrepreneurial Mind gives the unique chance to combine previously learned skills into

one business plan which is again very practical. Also, it promises to have local entrepreneurs as guest speakers, which is of course a great opportunity to pick the minds of those who already got their business of the ground.

Finally, the course Personal Selling is very skill-focussed and not something that I believe is offered in any bachelor or master at Tilburg University, but can come in quite handy when doing business in the rest of my life.

My second most preferred school to study is Schulich School of Business, York University in Toronto. The courses that are offered there are somewhat similar to those offered in Ottawa but are not entirely the same. Strategic Management and Strategic Market Communications are much like Strategic Management and Marketing Strategy in Ottawa. They are highly case-based and concern the same field (of marketing and strategic management). However, Strategic Market Communications is already more focussed on the implementation of a specific marketing message and is more in-depth.

Similarly, Social Entrepreneurship contains a lot of elements that will also be discussed during the Entrepreneurial Mind course at Tefler, but the course is not entirely the same. Social Entrepreneurship will, as the name suggests, have much more of an emphasis on the 'People' and 'Planet' part of the triple bottom line of business.

Like Personal selling at Tefler, Conflict and Negotiations is a course that focuses on skills. I believe it would be a great addition to the short introduction to negotiations I had during Cross Cultural Psychology and a valuable skill to have for the rest of my career.

DeGroot School of Business, McMaster University in Hamilton is my third preferred choice of destination. Like Toronto and Ottawa, it offers a course in Entrepreneurship and a course in Management skills (which entails but is not limited to conflict and negotiations). Also great thing about DeGroot is the extensive amount of marketing courses offered. New Product Marketing and Applied Marketing are definitely courses which I could learn a lot from. However, the reason DeGroot is my third and not my first or second choice is because it does not offer a course in Strategic Management which is something to consider when I will have to make my final decision for a master in Marketing or Strategic Management.

With regard to my language skills, I believe that studying in a completely English speaking environment would mean an important last step towards speaking English fluently because, even though I am confident about my English as it is, it is plain to see that those who have been to an English-speaking area for a significant amount of time have way superior speaking abilities. I would like to stress that I am aware that around 30 per cent of the population in Ottawa has a French mother tongue, but I expect some segregation of French and English students at the university because almost all courses are taught in both French and English.

In closing of this letter I would like to say that I believe I would make for an excellent ambassador of Tilburg University because

and how convincing I can make my arguments sound, as I hope I will have done in this letter also.

Yours sincerely,
