

November 7, 2012

Dear Madam or Sir,

Hereby I would like to apply for an exchange in the fall semester of the upcoming academic year 2013/2014. My name is -----, I am 20 years old and I am in my second year of the Bachelor International Business Administration. Currently I am an active member of the study association ASSET, where I am a member of the International Experience Committee.

The reason I chose to join this committee is because I like to learn about other cultures, to share knowledge with other cultures, to challenge myself, and to be active.

These are also the reasons why I would love to go on exchange. I believe that an exchange will make me a better and more open-minded person. Not only myself but everyone I will meet will learn something about a new culture, and I think that is a great aspect of an exchange program. I also think it is important to leave your comfort zone, because the best way to discover who you are and what you want to be, is to take a step outside your comfort zone, and experience a new way of living.

The number one University I would like to go to is Bentley University; Waltham in the United States. My second choice is North Carolina State University; Raleigh in the United States, and my third choice is Moore School of Business; University of South Carolina; Columbia also in the United States.

The reason for choosing three destinations in America is because I really want to learn more about this country. Two years ago I had an exchange program to Annapolis with my high school, ever since I knew I wanted to go back, either for school or for work. Even though it is a western country the culture is so much different than ours and the people were very friendly and open. Back then the exchange only lasted for ten days, which was way too short. If I will get the opportunity to go back for a whole semester it would mean a lot to me, and I would do everything to be a good representative for the University of Tilburg. Another reason for choosing the US is because of the English Language, on exchange I want to experience the culture as much as I can, and also introduce the Dutch culture to the American people. I think the best way to do this is by socializing with as many American students as possible. I believe that if I go on exchange to a non-English speaking country I will most likely hang out with other International students, which is also great of course, but in my opinion not the best way to learn about the culture of your favourite destination.

There are several reasons why I chose Bentley University as my number one destination. An important reason for this University are the courses I can follow here, but I will discuss these subjects and my motivation for them later at the section of course indication. I am not very interested about rankings of Universities, but I have read many articles about the University and they were all very positive, especially about the business educations. I have also spoken with my friends from America, none of them go to Bentley, but the stories they have heard from their friends about the education quality and campus life were all positive.

The fact that an on-campus room will be reserved for international students is also great. I think it will be easy to make friends if I am living on campus rather than in the city. I also did a virtual college tour on the website of the University and it looked absolutely beautiful, and at the same time very modern. Bentley also offers many activities for its students, with over hundred student organizations I am sure that there will be one suited for me. By joining a student organization I will get to know more people and get the most experience out of my exchange.

Waltham is only ten miles away from the largest student city in the United States, which is Boston. Boston knows more than hundred Universities and Colleges, therefore I don't think there is any student city more alive than Boston, and no city better to be an ambassador of the University of Tilburg. Bentley University just has everything I am looking for. The courses, the campus, the student organizations, the city, the location, everything seems just right. Therefore I would love to have my exchange semester at the Bentley University.

Kenny van Loon 16/10/13 20:43

Comment [1]: Find out who you're writing to, they will like it if you address them by their names.

Kenny van Loon 16/10/13 20:32

Comment [2]: Mention some activity you do next to studying, doesn't matter what.

Kenny van Loon 16/10/13 20:04

Comment [3]: Mention this somewhere in your letter, that's what they are looking for.

Kenny van Loon 16/10/13 20:06

Comment [4]: I think it's important for them that you pick your university based on courses (In the back I have a list with my course indication)

Kenny van Loon 16/10/13 20:13

Comment [5]: They didn't like it that I mentioned it in my letter, but if you can explain it in your interview I think it's good to be honest.

My second choice is North Carolina State University; Raleigh. The university offers exchange students to live in the Global Village, which are on-campus residence halls where international students are paired with American roommates. This is exactly something I was looking for in my exchange program. By living together with American students I get to experience the culture at its best. NCSU is a very big university compared to Bentley, this probably means that the campus is more alive, which I find an appealing factor. I have spoken to an exchange student from NCSU who is currently in Tilburg. He told me that the campus is indeed very alive and that it is a nice place to live. He also told me that Raleigh is a nice city for young people with the many great bars and restaurants the city offers.

After a lot of searching I found some very interesting courses offered by NCSU, I will explain my choice and motivation for these courses in the course indication.

The last choice of the universities I would like to go to is Moore School of Business, University of South Carolina in Colombia. When looking for the subjects I saw that the university offers many economic courses, which I am not very interested in. After all I did manage to find five interesting courses at this university, which will be discussed later.

Unfortunately I couldn't get in touch with anyone from this university, so I don't know any personal experience from USC. But from the things I have read they offer everything I am looking for. At USC they have a similar system as NCSU where they place international students with the American students. USC is the oldest public school in the US, which means there is a lot of history behind the university.

If I will get the opportunity to go to Bentley, NCSU, or USC, I will do everything possible to make the most out of my semester abroad. I will study hard for the courses I have chosen and pass them with good grades. I will join a student or sport organization to get to meet new people and experience their culture. I will go to as many social events as possible, and join as many student trips as I can afford.

This is the reason why I believe I will be a good ambassador of the University of Tilburg.

By means of this application letter I hope to have informed you sufficiently regarding the preferences I have with my exchange program. I really hope I will get invited for an interview so I can explain my motivation in person.

Yours sincerely,

Kenny van Loon 16/10/13 20:09

Comment [6]: I recommend to choose a popular University as your last choice as well. Some friends of mine didn't even get invited for an interview and got accepted to their 3th (or 2nd) choice because there was enough space.

Kenny van Loon 16/10/13 20:49

Comment [7]: I took this from someone else his letter. He wrote it way more formal than I did, which you can do as well. Not sure what is better.

Kenny van Loon 16/10/13 20:12

Comment [8]: I was almost too late for the deadline for this letter. Therefore I had to rush the last parts, try to start in time. My grades and letter weren't that special when I applied but you can convince them during the interview.

Course Indication

Later in my life I would like to work with people and travel as much as I can, I don't see myself sitting behind a desk everyday. As for now I would like to do my master in either a branch of Marketing or Management. I am very interested in the way people act in certain situations and why they act in this specific way. Also I am interested in Marketing and finding new ways of doing things. All the courses I have found are based on these aspects.

Bentley University; Waltham

- Human resource management - MG 250

- International Business Ethics - PH 113

This course is a part of the Philosophy major, so I am not sure if I can follow this course.

- Consumer Behaviour - MK 321

- Managing diversity in the workplace- MG 228

- History of Colonial America - HI 340

Before I chose to study IBA I was considering to study History, but because I had no clue what it would bring me in the future I chose for IBA, and I have no regrets at all. It would be great though if I can follow a History subject at a University level, especially because I can follow the subject in one of the oldest cities of the country I want to go to.

- Interpersonal Relations in Management - MG 240

If I can't follow History of Colonial America, I would like to follow this course.

- New product development and Marketing - MK 330

If I can't follow International Business Ethics I would like to follow this course. My father is currently working on a new product and he wants to realise it on the market by next year. I hope I can help him in this process by taking this course.

North Carolina State University; Raleigh

BUS 460 - Consumer Behaviour

MBA 536 - Creativity in Management

MBA 530 - People Management

MIE 330 - Human Resource Management

HI 441 - Colonial and Revolutionary U.S

MBA 564- Business Relationship Management

This course would be a backup for Colonial and Revolutionary U.S

Moore School of Business; University of South Carolina; Columbia

MGMT 374 - Management of Human Resources

MKTG 351 - Consumer Behaviour

MGMT401 - Negotiation and Conflict in the Workplace.

MGMT404 - Pay, Rewards, and Motivation.

IBUS 402 - International Marketing.