

Dear Sir/ Madam,

My name is XXX and I would like to state my motivation of selecting the master's degree program at your university I wished.

Under the instruction of my mother, who is a Ph. D majoring in Electronic Engineering, I have had a keen interest in computer since I was 10 years old, which influenced me to choose computer science as my major at XXX University. And now I wish to enter your master program in business information system, as I intend to acquire more advanced knowledge combining the computer science with business management, and make contribution to the booming Chinese business industry after graduation.

I first realized the importance of information played in the commercial activities during my internship in XXX Company in my hometown. It was the period before the Spring Festival in 2008, and I worked as a job assistant for packing the goods ordered by various companies. It was really a laborious and replicate task. However it gave me a chance to understand the business model of a supermarket like XXX Company. What surprised me was that we were able to effectively respond to the customers' demands, with the help of information system. I discovered that the computer technology can be really a powerful tool in business industry. With this idea, I registered a dual degree course in business administration out of my campus, at XXX University, which is one of the top universities in China, hoping to acquire more knowledge of business management.

However, it is not an easy stuff to balance my major and the dual degree course at the same time. Though I have to sacrifice every weekend at XXX University for pursuing my second degree, I was fulfilled with the sparks from totally different way of thoughts compared to the computer science. In this class, students were all in various backgrounds from different colleges, which brought a variety of ideas when having the class discussing and group work. Moreover, it was a very good opportunity for me to apply the knowledge of information technology to business management. For instance, my dissertation is about the time management of an information system development project. In this article, I gave an entire project schedule on the basis of the software engineering and the program experience I gained before.

On the summer vacation in 2010, I had an opportunity to enter a project of information management database system design. During that time, I served in lab as an experiment assistant with other 5 students. To begin with, we made a thorough conversation with our client to get aware of their needs and demands, and analyzed the requirements for the database system. It was the most important procedure before we begin to develop the system. After that, we had a clear division of labor, and then using the C#, java, and aps.net languages to architect the basement of the system. Through this project, I adequately applied what I had learned in the courses like Program Design and Database System, and learned the importance of teamwork. Without the cooperation and efficient communication between participators, we could not deliver the ultimate system with which the client was satisfied.

Besides the program that I participated, I also took a three-week CCNA course in September, 2010. During this course, I learned plenty of theories and technologies about the network and the configuration of related system equipment. At the end of the course, there was an experimental work along with me, which involves helping an office build small scale LAN. According to the requirement of the client, I divided the LAN into different network segments and planned the spanning tree, keeping the network out of congestion. Then I configured a gateway to make the LAN connected to the WAN, and jointed another LAN by setting up a VPN. As a result, I have gained much more experiences from this course and well understood the network technology applying to the commercial activities.

So far, the information technology has been widely used in many enterprises and institutes in China. The extensive application of the internet has brought up many new industries and models of business, such as the software industry, electronic commerce and enterprise resource planning system. However, the utilization is not always effectively. As I have acquired from the latest surveys, a lot of unsuccessful cases of corporations are related to the lack of the management consciousness and technology to the information system. How to make the information system more available to the operation of the company is a question which I am very interested in studying, but is perplexing me due to my current insufficient knowledge. Nevertheless, since the information technology has widely substitute for the traditional methods in the big cities such as Beijing and Shanghai, the reform has not yet launched in the other parts, especially in some small cities of China. This gap means a big space of development and working opportunities.

As stated above, all those initiate my enthusiasm to take up my further studies in this field. With sufficient knowledge acquired from your program, I will strive for a job offer from the famous enterprises in their technical support. If possible, I will accumulate enough work experience, and start my own business in information system consultant in China, helping more corporations to success in their business.

Netherland, an open and developed country in both commerce and technology, soon came to my eyes when I chose the destination of graduate study. Meanwhile, I do know, Eindhoven University of Technology is a place full of innovation and rigorous academic atmosphere on science, which attracts me deeply. The well-setting MSc in Business Information System Program in your university, with core curriculums and streams which focus on the particular field, is actually what I am looking for. With my knowledge in both computer science and business, my experience in the programming and small information system, along with my ambition to the business information system field, I believe that I will be capable of mastering the related expertise through your program, and devote myself to the business development industry in China.

Sincerely yours.

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