

Dear Sir/Madam,

My name is _____ and I present this letter to clarify the reasons for my application to the MSc in Accounting program (track Accounting Register Controller) at your university.

My father's generation operates a textile company comprising several plants. Approximately 80% of products are exported. When I was in senior high school, I regularly went to the office to observe. My uncle, who noticed my curiosity, informed me that an excellent accountant can save the company a considerable amount of money by adhering to rational way, particularly in the aspects of cost saving and efficiency improvement. This must have sown the seed of my interest and the desire for knowledge in accounting.

In senior high school, I focused on physics and chemistry and consistently obtained high marks in mathematics. Moreover, in China, accounting and financial management and even finance are considered liberal arts and thus, majority of schools do not impose high requirements on their students. Based on these reasons, I chose Optical Information Science and Technology when I entered University of Shanghai for Science and Technology, an institution with 105 years of history. With diligence and intelligence, I obtained Scholarship for Academic Excellence every year. Despite the achievements, I sensed my life lacks something.

I discovered the answer from my first participation in the Canton Fair.

Since my Junior year, I started attending various kinds of international trade exhibitions with my father or uncle, such as the Canton Fair, East China Fair and so on. The first time I participated in the Canton Fair, as one of the exhibitors, my job was to receive customers from all over the world who are interested in our products. While paying close attention to global economic trends and trade situation has been a habit, the fair accorded me the opportunity to directly observe international trade situation based on the reactions of customers to our quotations as well as through communication with other exhibitors. Beyond the enjoyment of learning and discussing international business during the fair, I attained the realization that without substantial and relevant professional knowledge, full satisfaction can never be achieved. After weeks of determining what I lack and where my true interest lies, I discerned it is time to allow the seed of my original interest to grow. Therefore, I started learning business and management courses especially those related to accounting.

With sustained interest and persistence, I finished relevant courses with notable marks. These include Marketing and Negotiation (90), Principle of Management (97), Financial Management (84), Advanced Financial Accounting (81), and HR Development and Management (91) among others. Moreover, my current major has inculcated logical analysis capability and aided me in attaining solid mathematical foundation as evidenced by creditable performance in Advanced Math (87), Probability and Statistics (85), Linear Algebra (98), Function of Complex Variable and Integral Transform (83), and so forth.

At present, I am completing my last semester in the university. However, I have not slowed down in relation to studying relevant courses such as Economic Law, Financial Accounting (English Version), Financial Statement Analysis of Listed Companies, Macroeconomics, and Microeconomics. At the same time, I am engaged with the Shanghai Accounting Qualification Examination. I have already passed Basic Accounting, one of the three required subjects, and preparing for Financial Regulations and Accountant Professional Ethics and Computerized Accounting. I am confident I will pass these subjects.

Aside from relevant education, my experiences have confirmed the desire to pursue further study in International Business and Accounting abroad.

In the first semester of my senior year, I spent two days attending classes and three days as intern in the Finance Department of Treasure Holdings China (TCT), a subsidiary of the largest commercial real estate company in Ireland. Through the internship, I managed to put into practice what I learned from both class lectures and self-study. This further strengthened my understanding. Furthermore, the high efficiency of the department impressed me most and allowed me to comprehend the difference with that of my family's small company. Most importantly, the experience helped me define clearly my future plan. My job was relatively flexible, which facilitated contact with colleagues. After finishing the assigned work, I sought discussions with them. After several weeks, I learned almost all the job functions of every position in the Finance Department including those of Finance Assistant, Cashier, Senior Finance Manager and Finance Controller. The higher the position is, the higher the core contents are. Additionally, these positions require making decisions and communicating with other departments. However, the most significant aspect is teamwork. From correct decision making to implementation of every step, a tight yet flexible cooperation by everyone in the Finance Department is necessary.

During lunch, colleagues from different departments would discuss equity market, housing price, finance and economics, and even sports. I would find myself contributing my ideas in these open discussions. Opinions on entrepreneurship espoused by colleagues from Development Department and Funding Department have benefited me significantly. Through these, I learned majority of senior managers in TCT have studied abroad which broadened their horizons through higher knowledge gained. The TCT internship made realize that my dream of organizing my own business is achievable. Thus, I analyzed my strengths and weaknesses and recognized the need to make myself more professional in business management and accounting. With the belief that studying abroad is a solution, I started searching for the programme that fits my background and capabilities.

Your MSc in Accounting program (track Accounting Register Controller) suits me best. It not only contains accounting and financial courses I require, but incorporates relevant management optional subjects as well. Tilburg University enjoys high reputation worldwide and employs excellent faculty. During my volunteer work with the 2010 Shanghai EXPO, the first European pavilion I went to was the Netherlands Pavilion. The exquisite art pieces and crafts, novel energy vehicles, lovely Miffy Rabbit, and docile lamb, attracted me strongly. This indicates the level of interest I have in your country.

I sincerely hope you will grant me the opportunity to be a member of your university and study under the MSc in Accounting program (track Accounting Register Controller). After graduation from Tilburg University, I can realize my dream in a more rational and efficient manner and become an outstanding alumna of Tilburg University by applying knowledge and experience gained from the Accounting Register Controller courses.

Sincerely yours,
