'You have to put many, many, many tiny efforts that nobody sees or appreciates before you achieve anything worthwhile' – Brian Tracey

My main motivation to undertake a post graduate degree in your esteemed institution is driven by my devoted interest and experience in the fields of sciences particularly in Information Technology. Considering my Bachelor degree in Chemistry from [put the name of the university here] and Master of Science degree in Hospitality management from [Please insert name of university here], I feel convinced to tender my application for Msc Management of Information technology at the [Please put the name of the institution here] as advancement to my current academic background.

Since my childhood, I have always been interested in constantly learning new things and I have always aimed at exploring new opportunities, ideas and challenges. My desire to explore new opportunities, ideas and challenges left me with no choice apart from resigning from my previous job as a general manager at IHOP where I had worked for three years and led me to uncharted territory as I established my own export business where I am currently working.

Pursuit of personal and professional growth has also played a big role in my desion to pursue a postgraduate degree in Management of Information Technology. Though monetary returns will also be of essence, proper job satisfaction spirals from the chance to expand my company and dominate the industry. I strongly believe that acquiring of new skills will help me as an individual as well as my firm to adapt quickly to any change in the current unpredictable environment. My objective is to acquire a post graduate degree in Management of Information Technology. Thereafter I intend to apply the acquired knowledge in my firm which I believe will not only help sustain the business but also give it a competitive advantage.

I have opted for Msc Management of Information technology from your institution because of the modern popular computer laboratory facilities, flexible syllabus, emphasis on group work and the opportunity to participate in the student exchange program. In addition, the program

will help me sharpen my IT skills particularly in areas that I haven't had any training on. I have done a preliminary research on your institution and I believe in the faculty of technology which I am rest assured can play a big role in making me knowledgeable in Management of Information Technology.

I remain looking forward to your positive reply.