

**MASTER PROGRAMME  
KING SAUD UNIVERSITY  
FACULTY OF APPLIED  
MASTER OF BUSINESS ADMINISTRATION**

**MOTIVATION LETTER**

My name is Muhammad Efferiyadi Amika. I hereby wish to apply for the Master of Business Administration at King Saud University (KSU). Once I finished my bachelor programme at the International relations Department of University of Muhammadiyah Yogyakarta (UMY) – Indonesia, I am planning to pursue my study at the higher level.

Conducting the higher level programme abroad is my passion since I was studying toward my Bachelor degree. It pushes me to put my best to achieve it. When living abroad, such challenges come with the package. Exploring new place is not only interesting and fun; it also helps to better understand the people around us. Self autonomy is something I would to gain as well. Besides, I would like to have new perspectives, paradigms, spirits, and new experiences by sharing ideas and having relationships and communications with people around the globe. It would be fascinating if I have international networking. Learning how to adapt and respect people with different culture and different habit are also interested me. I hope that precious values would enrich me as a human.

Particularly, I choose Saudi Arabia for several reasons. Firstly, when I was young, I wanted go to Arab to feel Islamic condition there, such as Makkah and Madinah as holly cities for Moslem in the world. Secondly, When I was in college, I also found that Saudi Arabia well known as a country with excellent quality education because of their government supporting. Besides internationally oriented and Islamic country located in the heart of Middle East, this country offer opportunities, scholarship and courses which are taught entirely in English. Many students are attracted to the quality of Saudi Arabia higher education as well as the safety environment of Islamic society. It leads to the condition where Islam could be felt together and create an incredible life in multicultural ethnics. I believe Saudi Arabia will be the answer of my passion and dream to study abroad.

Thirdly, as my undergraduate study at UMY progressed; I was introduced to many aspects of my field study. The courses, practical works as well as the assistance experiences help me to find the subject interest me most. During the courses, I have found that How important economy for people prosperity especially for developing country like Indonesia.

The opportunity to satisfy my curiosity in economy and management was continued by doing small research. It's also guide me to gain the technical method for my next experiences. The research was about Multinational Corporation management. How MNCs is able to produce and distribute their

product to get profit. Base on profit – minded nature of MNCs with decreasing production cost in industry. But it does not make an environmental pressure on global environment conditions.

When I was an organizer in International Junior Science Olympiad which invited more than 30 countries around world. I learned How manage an international event although I didn't have enough experience to handle it. I was sure that I could do it because I have a motivation "always be the best" wherever and whenever condition.

Related to my interest subject on management and marketing especially in Multinational Corporation as specialization for my Master programme. The overview of profile modules I read on the brochure provides many courses I wish to attend. Strategic management and strategic marketing in courses will give me opportunities to satisfy my curiosity and gain advance knowledge about Business. I believe that the discovery of information about management has the biggest impact in places we never notice. The management and marketing processes is crucial for enterprise development and maintenance of economic growth. It will acquire many important applications. Developmental of new strategy, qualified human resources and managerial finance are just the beginning of how study of business administration.

Based on my interest specialization in management and marketing, three examples Master thesis topics would be about (1) Multinational Corporation, Productivity Growth and Indonesia Future: an Evolutionary Model; (2) Management and marketing strategy in Free Trade system; (3) on determinants of Foreign Direct Investment in AFTA System. These topics are due to fulfill the large requirement of Management systems especially in my country. I have an experience when I joined in as distributor for handicraft product. The condition of Indonesia business management from government policies is so bad because of Indonesia bureaucratic, which manage business rule. They need much time for license processes. It cause investment in Indonesia run slowly than other countries in south East Asia. It is so ironic whereas Indonesia has been known as a country with the biggest and enormous Nature resources in the world. By looking for alternative management strategy for solving those problems. I do believe that Indonesia will be one of developed countries in the world.

With these broad interests and goals, I am very attracted to the Master Program in Business Administration at King Saud University (KSU). I learned about the programmes and the university from website, my seniors, and my lecturer. Thanks to your professional and hospitality staffs for brief, clear, and important information. I found that KSU is well known as a modern university of science and technology. This university offers wide range of high quality degree programmes combined with interdisciplinary approach. In addition, the university also has institutional partnerships with leading universities and Enterprises across the world. It gives students a chance to increase their international experiences through cooperation and exchange. I believe that KSU philosophy, facilities, pleasant environment as well as academic atmosphere will contribute to create excellent human resources. Hence, when I am looking

for thorough, fundamental, interdisciplinary research training in Management and Marketing Strategies, KSU is the place to be. I cannot wait more to be a part of KSU as soon as possible.

On the big frame, the application for the master programme is intended to support my wish, to be educated and trained as the human resource required making a major contribution to global economy development in Indonesia. It is accepted that the lack of well-trained specialists may be the bottleneck for further expansion of this area. I believe that the development of human resources cannot be successfully undertaken without advancing the academic background. As an effort to become one of human resources required on the development of life science and technology in Indonesia, I intend to apply for a job as a researcher at the education and research institutions in Indonesia. However, to hold a good position at a prestigious education and/or research institution, it is usually required a high level education, at the minimum of a master degree. In this regard, I hereby hope that I can get the opportunity to attend the master programme because I believe that the knowledge I could acquire during the study in Saudi Arabia especially in KSU would be invested and disseminated in the framework of long-term initiatives in Indonesia as a developing country.

My final project/thesis work was about The Damage to Global Environment by Multinational Corporation. This issue papers explores the question of whether multinational corporations are a force for global environment in the world. The paper argues that although MNCs have the potential to contribute to economic growth. But their actual environmental impact largely depends upon the degree to which their activities are regulated and supported by growing parity in technology. Given the huge environmental control costs and the profit – minded nature of MNCs, industry and self-regulation is unlikely to be effective where it conflicts with the primary objectives of multinationals. Thus, it turns MNCs into more negative force for environment. And how MNCs management to reduce environment destruction.

I do believe that I am the right person for this programme. My academic transcript illustrates my success as a student and this can be assumed as an indicator of my potential for graduate study. Besides, I have been awarded the Best Student in my Campus in 2004. Also I was a champion in English Debate Competition and champion for National Research Competition in 2005. Perseverance, discipline, strong willing and dedication may contribute in building my foundation, but my curiosity and affinity for Business Management my passion for learning.

During my Bachelor's study, I had appointed as President in International Class Community, Minister in student executive board, Chairman of Human resources in a Moslem Community. As president, I coordinated and prepared all things that are required before and during organization programmes, such as International Event, training etc. Furthermore, designed an experiment, reported its progress, and arrange a report, are also my responsibilities. Hence, I believe that the combination of my undergraduate academic background, work and

organization experiences, and motivation to excel will play a key role in helping me find success in my graduate studies.

Sincerely,

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