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COVER LETTER

November 24, 2019

The Hague University of Applied Sciences
Johanna Westerdijkplein 75, 2521 EN Den Haag

Dear Sir / Madam,

With this letter, I would like to express my strong interest in interviewing for a Senior Lecturer position at The Hague University of Applied Sciences (THUAS). My motivation to apply was sparked by the opportunity to teach at an educational institution that emphasizes three core values: global citizenship, internationalization, and networking. These are values that I personally embody and promote through my international experience every day. Considering my research and teaching experience in the last five years, I am confident that I have the personal drive and skills to further develop and grow as a Senior Lecturer in Applied Business Research and Statistics.

As a Lecturer in the B.A. International Studies program at Leiden University, I worked in a culturally diverse, fast-paced, and dynamic environment. This experience fortified my interpersonal, time management, and organizational skills and gave me the opportunity to showcase some of my strongest personal qualities, such as adaptability and teamwork. I have had the opportunity to teach students from all academic levels, which also meant continuous inspiration and fine-tuning of teaching tools in order to facilitate their learning. Based on the success of my course evaluations and teaching experience, I obtained the University Teaching Qualification (BKO) in December 2017.

When it comes to guiding and coaching students in business-related research projects, I would like to highlight my experience in the student consultancy course Practicing International Studies at Leiden University. In this course, teams of 10-15 students analyze real-life cases presented by organizational leaders that operate in international environments. Under my guidance, students learned essential skills in applied research and how to use academic research for the purpose of developing practical solutions for the organizations. Some of the challenges and projects that I have supervised include: developing blockchain solutions to counter illicit cross-border trade in alcohol (Heineken); bridging the gap between technological advances and skill sets needed to fulfill (future) labor market demands (Google); and locating trade and investment opportunities in the European Neighborhood for Dutch businesses that contribute towards the SDGs (Dutch MFA).

Finally, in my current position as a Senior Lecturer at the Rotterdam Business School, I am teaching research skills in a variety of business-oriented courses and real-life import enterprise projects. They include desk research, quantitative research, and qualitative research. Besides providing lectures, I have also successfully guided interactive workshops where students learned and practiced statistical skills in SPSS. I trust that this experience adds further value to the scope of work intended for a Senior Lecturer in Applied Business Research and Statistics.

On this note, I would like to thank you for your time and consideration and I welcome the opportunity to further discuss the value that I can add to this position and your organization.

Sincerely,

Alvin Baker, M.Sc.

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