

MOTIVATION LETTER FOR (MARCH).

With this letter I hereby wish to state my interest and apply for Master degree programme in Business for Architecture.

I graduated from Philadelphia University (Jordan) ,Deanship of Engineering and Technology, Department of Architecture in 2020

With this letter I hereby wish to state my interest and apply for Master Degree program in Business for Architecture I am passionate about learning about architecture and its impact on its social environment, how people change their lives or improve the space they move in.

Architecture also impacts the environment, climate change, species extinction, loss of forests and wild lands. However, all of these noble goals can only be achieved if they are economically feasible.

Money represents the first and most important obstacle, especially in projects that serve the environment or society. The way ideal way for architecture to achieve its goal of changing the world. Not by reducing the cost of construction and lower the quality of life of the user in one way or another .

The solution is to make the design yield an investment return. Treating profits as one of the basics that determine the success of the project from its failure.

Thus, the architectural decision is influenced by business terms such as market need, market size, supply and demand, profits, and marketing. It extends to more specialized meanings, such as entrepreneurship. Many projects provide solutions to problems that threaten our existence on the planet, but these projects remain confined to paper because they do not serve any of the money owners. Therefore, economics concepts represent a constant focus of interest that appears in every architectural work or decision. So I feel very excited to study this particular

SINCERELY

Ahmad Quwaider .