

Statement of Purpose

Name – [REDACTED]

Course Applied – Masters in International Business & Management

Learning collected from my unmediated exposure into disciplines coupled to Principles of Business Management developed a keen interest within me to further inflate the acquired knowledge in the field by pursuing Masters in International Business & Management from your much acclaimed University, which in my view has the most comprehensive reputation & advanced course curriculum in the subject matter of my choice.

I belong to a family of cultured individuals. My father is a practicing vascular surgeon and designated as President of City Vascular Society. He is also a consultant at various hospitals of repute whereas my mother is a family Physician. I have a younger sister who is currently pursuing Bachelor's degree in Medical Electronics. Culturally, I find solace in specialized form of music and dancing, mainly Belly Dance and Kathak, in which I am an edified performer with virtuosity in oriental and drum solos. I have always been a sports aficionado, who never missed any chance of being in University's Sports team. My university records in the event of "Shot putt" and "Discus Throw" are still standing tall and having won multiple tournaments with the Basket Ball team and in Track and Field events, it has certainly helped me in developing life skills like leadership, time management, teamwork and positive communication on and off the field. I also got awarded as the best outgoing sports person in my university. My volunteer work at an NGO called "Youth for Seva" involved planning and execution of many welfare events, it certainly reflected on me with importance of gratitude and patience in one's life.

I have completed an undergraduate degree in Bachelor of Business Administration while majoring in the discipline of Financial Markets, with an aggregate score of 2.44 CGPA out of 4 from Christ University, Bangalore which is ranked as No.1 College in India for this very course. Throughout my academic life I have been a fervent learner of academic subjects and have intentionally focused on honing my organizational and communication abilities. My Bachelor Studies were concluded with presentation of my research and findings in following projects:

- ✓ Co-authored a research paper on an Indian Geopolitical Concepts which got published in The Asia Pacific Journal of Research.
- ✓ Inscribed a dissertation on – Study of luxury brands as a symbol of social status and stratification system.
- ✓ Completed an Industry Research Project on detailed study of Gaming Industry
- ✓ Proposed a detailed business plan with the goal of future implementation under a project called "Entrepreneurial Development"

To upgrade my skill set, I have completed a certification course in Financial Markets from renowned Indian School of Business which aided in furthering my skills in Business Analysis and gave me a profound insight into Stock Trading and Financial Markets where as short term programs in Human Resource, Product Marketing and Data Analysis have helped me in assimilating knowledge in these disciplines.

During three years of my Bachelor studies I clearly enjoyed the extensive learning in the subjects related to Business Management and evidently identified it as my preferred vocation in life, while at my Bachelors internship at BTS, Bangalore where I performed research on Business Strategy Execution, Leadership and Sales Transformation, I was further convinced about expanding my knowledge in the domain of business & financial analysis through advanced studies with an institution that provides a global point of view in the domain. Although similar courses are available in India but I have opted to pursue my further education from UK for I strongly incur that an International degree in business will give me a unique perspective as the course module is designed with an emphasis on practical and workability approach. Acquiring the knowledge of the disciplines of my choice from a University which is renowned in these studies will also place me with a clear advantage in the job market and with a substantial edge amongst my peers in the Indian Corporate Sector.

Unlike in India, education providers in U.K have developed a holistic program which lays emphasis on practical approach and constantly upgrade the teaching methods to stay ahead of the curve. This is primarily my reason to continue my higher studies in a U.K campus which rightly are the melting pot of culture being the foremost choice of international students from around the world. I have also evaluated that the tuition and living expenses in UK are well with in my means and English being my primary language throughout my school and college, I will have no issues on the linguistic front during my time at the foreign campus.

Through my diligent research, it is clear that your university offers one of the most exhaustive course curriculums which will help me build broader understanding of Business Operations while taking financial decisions in one country and analyzing its effect on the rest of the world. I am most stimulated to interact with eminent industry practitioners and assimilate multidisciplinary perspectives. I believe, this is the right time to commence higher studies in the domain of International Business and Management which I strongly feel will be achieved through the Master's program that your University offers.

(University Name), Apart from having a revered reputation in the subject of Business Economics globally, also impressed me with the achievements and the testimonials of the Alumni. The unique course module in the subjects of International Business and Management will enable me to develop an international perspective in the field of Business Analytics. I am well prepared to complete a rigorous and composite program and am keen to work on complex assignments with my peers and receive exceptional mentoring from leaders in both intellectual directions and industry developments. After successful completion of my studies, I want to return to India and get employed as a Business Analyst with Multi National firms that have delivery centers in India and eventually establish my own consultancy.

I am aware that you would have received other applications for this course and hope that I have represented my purpose and intent in a precise and determined manner. Therefore I solicit my application for Master's in International Business and Management at your coveted University.

I declare that the particulars given above are true and correct in every detail. I understand that incorrect or misleading statements may result in refusal of my admission and/or student visa application.

Sign-XX

Date -XX

