**STATEMENT OF PURPOSE**

**BATH SPA UNIVERSITY**

**MA BUSINESS AND MANAGEMENT**

**Introduction**

I hereby introduce myself Happy born on 25/07/1995 and brought up in Punjab and my aim of writing this letter is to prove my eligibility, sincerity and interest to study abroad. Through this letter of mine I am showing my interest in studying in  **Bath Spa University** and how studying here will help me to meet my future goals.  I am very sincere and hardworking person and I believe that one day my hard work will pay off. I am an aspirant student since my childhood pursuing to make my career in the field of **MA Business and Management** from UK as its credentials is recognized worldwide.

I completed my secondary in the year 2012 from CBSE board. I completed my Senior Secondary from same board in 2015 with 68%. I also completed my Bachelor of vocational in food processing 2018 from Punjabi university Patiala. After completion of my study, I started doing work business development assistant Manager at Compass Technologies from 09/07/2018 to 28/08/2021. During my job, I realized that my professional growth has become immobile and I need to upgrade my skills to get growth and a good salary overall. So in order to upgrade my qualification I need to pursue Masters Degree. Seeking my long term career in business and my future goals, I wish to continue my study in business field only.

I scrutinized various designations in management as it will give me the desire opportunities and exposure in the Business industry. Then I Found **MA Business and Management and** I believe it would Contribute to pursuing my interest that is Business. There are a lot of organizations even educational institutes that provide lots of Job opportunities to young talent by giving them high manager-level positions. I am lacking in managerial skills those are essential to get high salary jobs and it would be a great opportunity for me.

Finally, I decided to pursue **MA Business and Management from** the **Bath Spa University** UK. I decided to pursue my master's degree overseas is more beneficial and I am well aware of the benefits of international education. Hence, I decided to apply for the course **MA Business and Management.**

This course provides me with the skills and knowledge which is necessary to pursue a successful career. This degree program develops my skills, builds knowledge within the chosen area, and accelerates my career. **MA Business and Management is** a nationally recognized course; it will enhance my knowledge and skills in different areas of the business field. It is the ideal course to prepare me for a transition into higher education or to further develop my skills to facilitate a career within the education and business sector. There I will gain the necessary skills and information to launch my career in a variety of job roles. This degree offers a range of core units with a strong industry focus and it has been designed to develop my critical thinking, communication, and professional skills.

**WHY CHOOSE THE UK OVER ANOTHER COUNTRY**

As I am seeking diversity in my career and studying at this stage of life and doing a Master's degree is a very crucial decision for my career. This degree and the skills attained lay the foundation stone for my career ahead; therefore I wanted to make a diligent decision before finalizing my institute. There were many factors that I considered while deciding my study destination which are: world ranking and quality of education, eligibility criteria, style of education, and lifestyle. My shortlisted countries were: The USA, Canada, the UK, and Australia, after acknowledging my above-mentioned factors, I ended up choosing the UK over these countries as it consummates all the factors which I kept in mind while deciding the study destination.

**WHY BATH SPA UNIVERSITY**

After spending a lot of time on the internet searching and doing a lot of university research, I went through the website of the **Bath Spa University** for my higher Studies. It provides affordable quality education, offers a range of courses. I decided to pursue International Business. After spending a lot of time on the University website I found the details of this course and came to know the benefits to study this course. This university is one of the well-known universities in the UK. Another positive point that attracted my focus is that the courses are designed in a way to ensure career orientation alongside mentoring. Mostly the contents, have internships, placements associated which primarily facilitate to assist students to gain practical exposure with the theoretical learning. After analyzing these core points, I was very much sure about my career that if I will be provided this opportunity to pursue my higher education, it will be worth it for my future career.

**WHY MA BUSINESS AND MANAGEMENT**

**MA Business and Management** degree provides me with an excellent grounding in real business practice, developing the skills that need me to succeed as a business professional either in the corporate setting or as an entrepreneur. Business is one of the fastest-growing, job-creating sectors in my country, India, and abroad, offering the opportunity of careers with rapid progression in the Business. This course will help me to understand business skills.

**CAREER OUTCOMES**

After completing the course under the guidance of imminent teachers, I will return to India and will start my career in Punjab I will be able to take a Top Job Designations after this course, I will get the job Designations Such as

* Project Manager
* Business Development Executive/ Manager
* Product Manager
* Marketing Manager
* Analytics Manager

. Studying at your university would surely help me gain all the skills required and try to work out more practical knowledge gained at your university. Thus, I request you to accept my purpose and make me move ahead in my career with more confidence and knowledge.

 Regards