**STATEMENT OF PURPOSE**

I hereby introduce myself as Kulwinder Kaur born on 04/10/1997 and brought up in Punjab region and my aim of writing this letter is to prove my eligibility, sincerity and interest to study abroad.

**INTRODUCTION AND ACADEMICS**

I cleared my 10th under PSEB in 2014 with 87.23%. I completed my 12th in 2016 from Punjab School Education Board with 86.66% under humanities stream. I took admission in graduation in Punjabi University and pursued Bachelors of Arts in 2019 with 69.3%. I started finding a suitable job in reputed offices and got the opportunity to work with Universal Infotech as an Office Executive from 01/10/2019 to 26/08/2021. I am aware that in today’s highly competitive world just a degree Course won’t take me far in my career and hence I am sure that by doing Masters’ from a reliable overseas platform, I can expand my employability and I can target to work with the big players of the industry. So, I decided to take to my career the next level in education and I decided to upgrade myself with an International Master degree, with that degree I will get international exposure which becomes a huge benefit factor when I think of my career in a long-term perspective.

I decided to enhance my career in **Msc International business and management** from **University of Bradford.** The offered by the can tune my current qualification and give me the completeness of knowledge and skills and help me get to a successful career. The Msc International business and management  **in** the UK is the most popular courses among international students. UK is the well known destination in the world for international students.

**WHY UK OVER OTHER COUNTRIES?**

I chose UK because it is a well-recognized country in the world for their top education system and its degree is highly accepted all over the world, including Punjab. UK has education standards that rank amongst the highest in the world. UK is currently the most popular destination for international students in the English speaking world. UK has strong economic and cultural ties. I choose to study there because degrees are internationally recognized. I will have global opportunities. Universities in UK offer a wide variety of courses to meet each and every student's requirements.

I am always attracted to study in UK because of its highly academic environment, safe and amiable society, quality assured education, multicultural environment. For this reason UK has been an academic gateway for international students as well. UK’s standard of living is amongst the highest in the world. There is also possibility of scholarships, which can help to lower the cost of studying in UK for international students like me. So I decided to study in UK to pursue my higher educational goal. My sole reason for going UK is to get the best education available in my current field of International business.

**WHY University of Bradford**

Before finalizing the education provider, I looked at other universities in UK like Birmingham City University, Sheffield Hallam University, and **University of Bradford** on various parameters as my course and its realistic environment in the location, affordability, Structure etc. I selected **University of Bradford**, after spending a lot of time on the institutions website and finding out about the details of the course. I read reviews of this course by students who are already enrolled in this course and found out how the students think that the open learning environment at the university, supportive and approachable teachers and a network with the business industry are some of the many factors that students decide to pursue this course at **University of Bradford**. This university also enjoys a well justifies Reputation for its excellence in teaching and research. I was really impressed by the course structure of this university which was so organized and placed as per my requirements.

**WHY THIS COURSE?**

This courses train me to develop a variety of business skills which can be applied and transferred to other business arenas. With this degree I will be given a chance to enhance and sharpen my skills further towards my aim to first get experience in managerial roles and then establishing my own education setup. An Msc International business and management presents an opportunity to lead your way towards higher positions, increased salary and better career opportunities in a variety of fields. The Msc International business and management program will prepare me for employment within a range of sectors including retail, international management, consultancy, marketing and e-commerce. As studying in Business will provide me with insights into the global economic and business climates, I can find the employment in many professional platforms. I will grab all the qualities which are required to be a successful professional who meets the expectation of employer.

**CAREER OUTCOMES**

**Msc International business and management**  will enhance my technical as well as management skills and will provide me with theoretical understanding, and in-depth idea of practical approaches in aiding managerial decision-making and research skills to help me to develop an expertise in the core areas.

Additionally, **Msc International business and management**  will help me with analytical and problem-solving business-related Skills with a very strong emphasis on relevant international challenges and issues. Moreover, after this program I will work as a **Chief Executive Officer, Chief Operating Officer, Director of Operation, , Human Resources Director, Management Analyst, Business Consultant** Etc. Every business graduates has a dream to work with these top companies which are- **TATA, Reliance, American Express, BCG (Boston Consulting Group), Microsoft, HCL etc.** I can also find the employment in development departments of the multinational companies across the world after some years of experience in my home country.  I am looking forward to the great academic experience at UK as once I will get international exposure it will become a huge benefit factor when I think of my career in a long-term perspective when I came back to India.

Thank You