Statement of Purpose

University of Leicester

**Business and Management Ba Hons**

**Introduction**

My name is **PRIYA KAUR**. I am writing this prove my sincerity and interest to study in you prestigious university. I hope you’ll find it well. I have completed my matriculation from CBSE board in 2018 with 70%. Then I have completed my class 12th from the CBSE board with Commerce Subjects in the year 2020 with 91.5%.I really hope and wish to acquire what my family expects from me and me from myself so due to this I have decided to study BA (hons) Business Management

Now, I decided to pursue my further studies from abroad because I have understood one thing clearly that in private universities in India they also cost the same as another universities which are situated in across the globe. So I searched many options and after being decided with everything such as course, educational destination & course provider and found out that the universities abroad are much more easier with their selection protocol because in India even if I pay 15 laces INR it would just bring my theoretical knowledge nothing much to explore so why to pay such a huge amount for books only. The selection procedure it not at all easy as in India the quota and reservation system plays a vital role in one’s life and this would definitely affect me and my dreams. Then I have taken up a decision to study abroad. I was very clear in my terms that I want to explore higher study options in this sector only. I chose this program after knowing the benefits to doing this. . I gave IELTS test on 27-MARCH-2021 to fill up the Criteria for Going Abroad and Scored 6.5 overall. And here are my Individual score below:-

**Listening –7; Reading-6; Writing-6; Speaking- 6**

**Why BA (Hons) Business and Management?**

I will have better scope of success in the course BA (Hons) Business and Management. I planned to pursue BA (Hons) Business and Management. This course will help to develop the management skills. I will get not only theoretical knowledge but practical implementation know-how as well. I will be able to work on challenging case studies. . Thus, by choosing this course in UK, I believe I took one of the best decisions of my life and I will prove myself to the best of my abilities if I get the chance. Also, this course is designed to enhance a student’s ability and it gives me the technical proficiency and theoretical base to keep pace with rapid changes in the field of business management. I will learn essential technical skills, apply them to a range of platforms, and develop expertise in business sector. The Course modules of this course are:-

* Developing a professional mindset
* Business Economics
* Finance and Business Performance
* Marketing Fundamentals
* Quantitative skills for Business
* Applied Operations Management
* Global Business and Strategy
* Developing Leadership and Management

The field of Business Management is particularly relevant for professionals looking to take the next step in their career. **Bachelor (Hons) Business Management** will equip me with in-demand business management that is essential to companies across all industries.

**Why did I finalize UK?**

I started searching for an institute which would provide me thorough knowledge regarding the management field but I failed to find any such institute in India. I concluded that Indian institute will offer me same mugging up technique in my studies which will again lead me towards frustration with no bright career prospects ahead in the job world.

The reason is that the teaching style of the learning in Indian Institute does not prepare students towards practical learning and even sometimes after completing studies in management field a student is unaware of the basic knowledge so I dropped the plan to study in India. Moreover, In Indian horizon, the options remains limited to clearing exams and focus is to please the teachers. In India study is not oriented to real life and it very theory based.

I started my search to trace perfect global study destination from UK, Australia, and Canada. Then, after comparing those countries on various parameters like their cost of education, cost of livelihood, climatic circumstances, elasticity of the admittance and the visa criteria, I chose UK for my higher studies. In UK where I found that practical and conceptual segments of the course being offered at various universities and are very interesting. UK is one of the best and developed countries for international students to do their higher studies. The degrees are globally recognized & the country offers students with advanced techniques. From last many years a steady number of international students are going to undertake degrees at various UK universities. Moreover, it is a safe country as its weather conditions will be suitable to me. Additionally, UK universities have an international reputation and are widely known for their excellence in all areas of education, training, teaching and research.

**WHY I CHOOSE UNIVERSITY OF LEICESTER**

The first thing I considered was the return on investment from my degree and I equally bothered about the opportunity which a location was to offer. I came across so many education providers which offered my chosen related course but I shortlisted universities in UK according to my personal preference and those were- **University of the West of Scotland, Northumbria University, Coventry University, University of West London** and **University of Leicester**. I analyzed a lot about various universities of UK and finalized on University of Leicester. This university provides skills and confidence to students that need to excel in our studies and our chosen career. Studying at this University provides students with a rich and diverse academic and social experience. Teaching faculties in University of Leicester are excellent, experienced and up-to-date. University is excellent in all the area of education. I also like the course content of this university. This University is dedicated to excellence in the delivery of higher education.

**Career Goal**

In today’s corporate world international management careers are having their span in pretty much every sector one can possibly think of. As studying **BA (Hons) Business Management** 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. There is wide range of career opportunities for the students who have studied abroad and they are getting well paid business management jobs.

The best thing about doing a **BA (Hons) Business Management** program is that my area of employability will not be confided to management companies rather I can choose to work with many sectors. Every management graduates has a dream to work with these top companies which are- TATA, Reliance, AMERICAN EXPRESS, BCG (Boston Consulting Group)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.

Apart from this, I will also be having the option to continue my further studies in the same progression. I am looking forward to the great academic experience at UK.

**Thanks**

**PRIYA KAUR**