**Statement Of Purpose**

**Course: Msc International Business & Management**

**University: University Of Bradford**

***I am writing this statement to apply for the study visa to pursue my Masters of Science in International Business & Management from well- reputed University known as University of Bradford.***

***ACADEMIC BACKGROUND***

*I completed my secondary in the year 2007 from Punjab School of Education Board and my Senior Secondary from same board under Commerce Stream in 2009 with 59.6%. I completed my Bachelor of Arts from Guru Nanak Dev University in 2013 with 50%. After completion of my studies I stared looking for job options and got placed as an Assistant Sales Manager to Jan 2022. I just want to get more exposure in my life. Though I was working these years, but I do not satisfy with my job. I found that there so many options which I can explore. I want to upgrade myself a level up except Assistant sales Manager which made me decide that I need to pursue Master course so that I will be able to attract new jobs and skills I will come back to India. Initially I planned to study from India but couldn’t find any suitable institute or course which will escalate my skills. After days of research I decided to pursue the Masters degree from an International University. After going through different websites and counseling agents I choose UK as it has a international student friendly environment, suitable climate, cost friendly.*

*I checked out the courses and the universities over the internet and shortlisted three universities such as: University of Bradford, University of Bedfordshire and University of Glasgow and after comparing on the basis of curriculum, ranking, facts and facilities, education quality, I finalized to study at University of Bedfordshire.*

*University of Bradford is a member of AWS academy program which will help the students to become proficient and certified in the use of AWS technologies and make them ready to join the world to work and will also enhance my employability skills. Being a student of this university, I can join the booster program which is designed to equip the students with the necessary skills and graduate attributes to be job ready while seeking the employment with leading innovative organizations.*

*University of Bradford provided scholarships to the numerous students on the basis of their academic excellence and it is proud be an elite group of business schools to hold the triple Accreditations of EQUIS, AMBA and AACSB, also known as the “TRIPLE CROWN”*

***Talking about the Rankings and Achievements of this university:***

* *It is ranked 5th in the UK for Chemical Engineering by the Guardian University Guide 2021*
* *96% of the research was rated world- leading, internationally excellent or recognized in REF 2014.*
* *It is ranked 3rd in UK for Occupational Therapy by the Complete University Guide subject tables 2021*
* *This university has been recognized for the excellence of its teaching with the award of Silver under Teaching Excellence Framework.*
* *It has received a prestigious award for the commitment to tackling women’s inequality in higher education. The Equality Challenge Unit (ECU) has honoured the University with an Athena SWAN bronze award, one of only seven institutional awards throughout the UK.*
* *This higher education provider has been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards in its QAA review. The Quality Mark is only awarded to QAA subscribers.*
* *The University of Bradford has been awarded a coveted Queen's Anniversary Prize for Higher and Further Education for its world-leading work to improve the lives of people living with dementia****.***

*Case studies are used to deliver the students which is one of the quite convincing factors for me to choose this university also it has partnership with industries where they organize visits of the students so that they can easily understand and experience the real life experience.*

*Talking about my chosen course,* ***Msc International Business & Management****, it is one of the courses which is highly demanded in the market nowadays and organizations prefer those candidates who are equipped with latest and updated knowledge. Moreover those who are internationally qualified because they are equipped with latest techniques and strategies and have professional development as well*

*The aim of this course to produce fully rounded managers by combining international business and management with a detailed treatment of other subjects concerned with the management of organization. In this course, I will develop the research and analytical skills, real-life problem-solving capacities, and the personal and interpersonal skills, strategic and operations management includes; supply chain management, international marketing, brand management, accounting, finance, international business competencies.*

*The program is aligned and supported by experienced academics associated with the International Business Marketing and Branding Research Centre. Members of this research centre have a reputation in the field and provide significant insights into key areas of international management, reflecting best practice, innovative thinking and research in international business.*

***In this Course, I will learn the Core modules mentioned below:***

* [*Strategic Management*](https://www.bradford.ac.uk/repos/modules/2020-21-new/sib7501-b.php)
* [*Marketing Planning and Strategy*](https://www.bradford.ac.uk/repos/modules/2020-21-new/mar7501-b.php)
* [*Operations Management*](https://www.bradford.ac.uk/repos/modules/2020-21-new/oim7503-a.php)
* [*Business Economics*](https://www.bradford.ac.uk/repos/modules/2020-21-new/afe7504-a.php)
* [*Globalization and Contemporary Issues in International Business*](https://www.bradford.ac.uk/repos/modules/2020-21-new/sib7503-b.php)
* [*Principles and Practices of International Business*](https://www.bradford.ac.uk/repos/modules/2020-21-new/sib7502-b.php)
* [*Cross-Cultural Management*](https://www.bradford.ac.uk/repos/modules/2020-21-new/sib7504-a.php)
* [*MSc Dissertation*](https://www.bradford.ac.uk/repos/modules/2020-21-new/mal7501-e.php)

*I will appreciate that how cultural differences affect both buying behavior and marketing approaches. As well as specific knowledge relating to international business & management, I will develop enhanced personal and interpersonal skills include critical thinking, team working, problem solving, numeracy and quantitative skills, self management and negotiation skills. At the end of this course, I will have the ability to use confidently the strategic and analytical skills to solve strategic international business and management problems.*

*These are the skills which will help me to get my hands on the amazing job offers providing by the well known organization established in India such as;*

***Tata Consultancy Services, Mahindra Tech, Wipro Technologies, L&T and Asian paints.***

*No doubt, I’m highly equipped with the computer knowledge and the skills required in my own field but somehow lack in organizational skills which are highly demanded in every sector at higher designations.*

*After the completion of my course, I’m sure that I’ll be equipped with the required skills and knowledge and spending on my post graduation degree will be fruitful for me. I’m sure that I will get a lot of job opportunities such as: Product Manager, marketing manager, Production Manager, Business development manager, Supply Chain Manager.*

*I have checked out the pay scale on the different websites where I can apply for a job online in India as well such as:* [*www.payscale.com*](http://www.payscale.com) *,* [*www.naukri.com*](http://www.naukri.com) *. They provide quite attractive job offers along with the perks to the highly qualified and skilled candidates. I’m sure that I will earn approximately 8-9 lakh per annum after this course and it will definitely grow as per my knowledge and experience.*

*India is a beautiful and developing country where I will get more job opportunities and career growth because internationally recognized degree will help me to stand out extraordinary in the market. Moreover, my supportive and loving family lives here and they are financially sound so I will definitely come back to India after completion of my course.*

*One of the main factors of choosing UK as my educational provider to pursue my study is that it provides one year course along with the professional and industry based knowledge. UK’s degree is world famous and internationally recognized all over the world which will not only help me to open the number of doors to work all over the globe but also I will be more preferred as compared to other candidates.*

*The UK universities degrees are not only internationally recognized by universities but also by employers and government bodies. Moreover, the quality of education is routinely assessed and graded by official organizations to ensure that set benchmarks are met. Although, UK institutes undertakes the responsibility of ensuring standard and quality of different programs themselves. Even Independent audits are conducted by the Quality assurance Agency for higher education. In fact, London was rated as 5th best student friendly city in the world. Even UK provides scholarships to the students as per their academic profile. Moreover, Indian students are eligible to receive free medical treatment by NHS if they will enroll for full time course. Most of the universities are silver and gold awarded in teaching Excellence*

***Regards***