**STATEMENT OF PURPOSE**

**LEEDS BECKETT UNIVERSITY**

**BA HONS BUSINESS MANAGEMENT**

*My name is Jaskaran Singh Sidhu. I am a resident of Punjab in India. I am writing to apply for admission in the course BA Hons business management**in your esteemed university. I want to pursue my higher education from well reputed university of the UK. Please find below the important details of my candidature and my reasons for choosing the Business course* ***Leeds Beckett University.*** *I hope my candidature would receive your positive response for my admission in this course.*

*In 2018 I have completed my Matriculation Education under PSEB with 81% and done my senior secondary in 2020 with 72% under PSEB. After that I enrolled myself into Diploma in Business Management in 2020 and completed the same in 2022fron Sukhanand Infotech with 70.8%. After completing my education I started searching for job but due to low educational qualification I was not able to get the desirable job. I should grow more and I must have professional in today competitive world. I have decided to pursue my bachelors from overseas because it was my childhood dream to become an international student. To achieve my objectives, I strongly believe that I need a more sophisticated and wider knowledge. Considering my career goals, I have chosen* ***Leeds Beckett University*** *which is one of the leading educational institutions in the UK.*

*After a long discussion with my family who always encourages me to pursue my dreams, I have decided to pursue higher education in business management. This domain is very rewarding as business graduates are offered very well-paid jobs in corporate sector. I started looking for good courses in India but my father insisted on taking up an international qualification as a reputed international qualification can lend a huge advantage for a good career in my country. I would like to start my career as a business trainee but in the long run, I do believe that I am capable of becoming a successful business person. I want to become a role model for the business community in my hometown. A graduate course in business management would prepare me for my career path. It will also introduce me to the conceptual knowledge of various business functions and help me in developing different skills required in the business management field. I chose the UK to pursue my higher education because of following reasons.*

***WHY UK?***

*Country selection was the most difficult part for me in the whole process of applying admission and after looking for all the aspects of adaptability, tuition fees, living expenses, I decided the UK as my study destination as it is one of the world’s leading destinations for international students. They also have a reputation for world-class research. The United Kingdom is made up of England, Scotland, Northern Ireland, and Wales and country has distinct regions, each offering large cosmopolitan cities, towns, and countryside villages.*

*The next big search was to pick an education provider which could help me achieving my career goals and aspirations. Before finalizing the education provider, I had to consider various parameters as my course and its realistic environment in the location, affordability, Structure etc. First thing I wish to highlight here is I was keen to do this program from a university because I feel that studying at the university would be helping because tutors can give expanded help and attention to me as any university have huge number of students in a class. Studying in university is more interpersonal and organized. I found that cost of studying in the university was quite affordable and I could put my money to select a location which would give me exposure beyond my classroom.*

***WHY LEEDS BECKETT UNIVERSITY?***

*I was interested in doing Bachelor degree so I carried on my research with options which are known for research and standard. I visited the online portals of these and went through their academic profiles, rating and the course contents. I have chosen* ***Leeds Beckett University*** *in the UK because of certain reasons which included their leading position in the higher education sector. The course contents offered by university are amazing consequently I finalized it.*

*Upon my research, this university increased senses of safety are just some of the advantages of living and studying in the UK. It’s offering various courses and has been a leader in providing quality education over the years. University is a vibrant, forward-thinking, innovative university where you can move forward in my chosen career. I am assured to study the most advanced curriculum. I am sure that learning this course will add a lot of other skills in my pot as apart from the theoretical studies, I will also have a chance to learn a lot of other skills from my classmates that may come from various different backgrounds. The University education offering this program itself will provide opportunities that will give me an edge in this field.*

***WHY BA HONS BUSINESS MANAGEMENT?***

*A bachelor's Degree in Business will enhance my technical as well as management skills and will provide me with theoretical understanding, and in-depth idea of practical approaches. The course helps to encourage creative thinking and the development of leadership and management skills through teamwork, discussion and peer review. The field of Business is particularly relevant for professionals looking to take the next step in their career.* ***BA Hons Business Management*** *will equip me with in-demand Business and leadership skills that are essential to companies across all industries. This course at* ***Leeds Beckett University*** *has Professional Placement which is optional and is offered as an alternative to the standard version of the course. This course includes modules:*

* *Accounting & Finance for Managers*
* *Managing Organisations & People*
* *Data Analytics & Management*
* *Global Economic Awareness*
* *Understanding Markets & Customers*
* *Business in Action*

***CAREER OUTCOMES***

*India is a hub of business and the economy is really growing. Companies from all over the world are opening operations in India and similarly Indian companies have offices all across the globe. I aspire to work for a reputed company, in a challenging environment and prove my skills. I realize top organizations in today’s world are demanding well-qualified employees having global skills and expertise. This study will enable me to gain a good understanding of business and management techniques along with global marketing skills.*

*Today, bachelor degree holders working across these areas and more working as,* ***e-business project managers and business analysts and Freelance consultant, or starting your own business.*** *This qualification will open employment opportunities in any of such major organization. Employers need a professional qualification and this program would provide me the skills, exposure and experience to be able to gain employment in a major company at decent salaries. I can expect to get the salary package of around INR. 7-8 Lakhs per year initially and would expect to increase with the experience and skills that I learn in the industry. Consequently, in the wake of finishing my course I am sure that I will effectively land an appropriate position in achieving the required associations in India. Toward the end, my solitary objective is to be a fruitful and dynamic expert in not so distant future which can influence me to emerge among all.*

***Thanks***