**STATEMENT OF PURPOSE**

**UNIVERSITY OF LAW**

**MSC STRATEGIC BUSINESS MANAGEMENT**

My name is Harpreet singh and I belong to Punjab which is in India. Here are my academics –

April 2014 - March 2015: 10th 69.30% PSEB

April 2016 - March 2017: 12th Arts 72.33% PSEB

May 2017 – May 2020 Bachelor of Arts 56.8% PU

Then I started working as Office executive with ARUN GARG & CO. from 10/01/2021 to 30/04/2022.

After that, I started searching about universities and course. My family suggest me to study abroad to get international degree and exposure. After completing Bachelor of Arts I have a choice of course like Master of Arts, Business course, law course and Postgraduates diploma. But I choose **Msc Strategic Business Management** from **University of Law**

I am highly impressed with the growth of the management industry and the prospects of careers development in the sector a master degree in **Msc Strategic Business Management** can prepare me for this. Studying this course, it will help me to become more engaged in international business practices around the world. I will develop a critical capacity for understanding knowledge and being able to act upon it, and I will develop the positive and proactive attitudes of business management that are necessary in the business. In fact this course emphasizes the development and enhancement of transferable intellectual and study skills that are highly relevant to business management careers in this booming industry. I will be able to learn about different business management styles, identifying sources of development and growth, and how to influence people in the best possible way, while inspiring team members in the pursuit of a collective goal. **Msc Strategic Business Management** course provides me an internationally recognized and respected qualification that proves you have the resilience, talent, and capability to take on positions of leadership and to build business success.

I researched about countries that provide business studies then I found UK is famous for business course so I selected UK for my further studies and I also found **University of Law** which provides the same course which I want; so I applied for it.

**REASON FOR CHOOSING THE UNITED KINGDOM RATHER THAN OTHERS COUNTRIES:**

It really requires research and right kind of effort where a student is to find an option where he is fit culturally and financially. 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. Studying in UK provides international values as well as multicultural environment. The degrees are globally recognized & the country offers students with advanced techniques. 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

**REASON FOR CHOOSING UNIVERSITY OF LAW:**

**University of Law** is ranked in top universities in Uk and it provides all the key resources required to impart quality education including a well-developed infrastructure, expert faculty, career-oriented courses and student-centric approaches. The most important factor is the curriculum of this course which seems to be very comprehensive and relevant to develop thorough knowledge and the key skills for business sector. The course includes all the important knowledge areas related to business studies in international context including decision making, problem solving, critical thinking, management skills and leadership qualities.

**Reason to choose this Course & Future Prospects:**

As I have done my bachelor’s in arts, but I will have better scope of success in the international management program. Moreover, doing higher education from abroad will provide me international exposure as well as internationally recognized qualification. Hence, I planned to pursue **Msc Strategic Business Management.** I will get not only theoretical knowledge but practical implementation know-how as well. Also, **Msc Strategic Business Management** 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. I will learn essential technical skills, apply them to a range of platforms, and develop expertise in business sector. This course will add specialized skills in me to work as an expert after completion of this course. The course will help me as a creative problem-solver; I will be adept at using the latest methodology to find solutions in any context of business. After completing **Msc Strategic Business Management** there will be many jobs available in my chosen field of business. Students gain a broad understanding of scientific principles through the core units and develop specialized skills in business disciplines.

After completing the course I will be come back to my home country. I will be applying for the jobs like International marketing director, marketing manager, sales executive, either in reputed FMCG companies; ITC limited, Parle Agro or Nestle India etc.

**Regards**