**STATEMENT OF PURPOSE**

**LBU**

**MSC ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT**

**INTRODUCTION**

I am so glad to introducing myself; my name is Kirandeep Kaur **and my DOB is- 06-Sept-1994**. I belong from Jalandhar. I completed my **Bachelor of Arts** in **year 2016** with **54%** marks and like every aspirant I also got an opportunity to work with Ambition Institute of Foreign Languages as a Manager from June 2016 to till.

Now I wish to apply for master degree In Msc Entrepreneurship and Business Development from UK. I had spoken to many friends of mine who were pursuing masters as their higher studies. I started my research from the thought of why are student studying from UK. I read many news papers I could see that management field is growing gradually in my home country. With the help of my family and positive support of my friends and I met with number of agents to get the right path of my education and I came to know that international education is more helpful for my future career. Hence, I decided to pursue a Master Degree in Msc Entrepreneurship and Business Development from Leeds Beckett University.

In India Education System is not yet developed with practicability which is important for career growth almost in every field Practical learning is required and in India sometimes after completion of the studies in accounting field a student is unaware of the basic knowledge so I dropped the plan to study further in India. Moreover in Indian horizon, the options remains limited to clear exams. In India study is not oriented to real life and it is extremely based on theory. Finally, I decided to pursue Msc Entrepreneurship and Business Development.

**REASONS TO CHOOSE THE UK**

I found it difficult to choose the country for international studies, especially when I have several good options to choose from the countries; the UK, Canada or Australia. And it’s not about choosing one country over another on the basis of my likes and dislikes but based on proper research that I have done before. I wanted a real transformation for myself and for my career outlook, it was really necessary to think of the advantageous options.  I believe that going by the theory does not help a student in the longer run. Whereas a student who studied internationally is trained according to the market requirements and by the end of the course the person is made career ready.  When I finally decided to study abroad and my parents also encouraged my decision. I started seeking options abroad.

**REASONS TO LBU**

I chose LBU for my higher Studies. It provides affordable quality education, suitable weather and offers number of courses. It has a reputation for high quality education closely linked to Employment. It aims to inspire the students to become innovative professionals. The university offers support services. LBU is developing a rich and diverse community. The learning environment at University is modern and supportive. This university is known for its excellent teaching framework. It offers flexible education. The graduates of this course are able to enter upon careers in the specialist field of Finance. This University has world-class facilities, accommodation, Library and support services and goes beyond my course with wide range of groups and activities. It is dedicated to excellence in the delivery of higher education.

**WHY I CHOSE THIS COURSE**

I chose to study Msc Entrepreneurship and Business Development**.** Because this course hashuge demand in n today’s world. And as I am graduated in commerce I developed my interest in business and management moreover, I prefer to become managerial professional and I want to develop my career in this sector which has immense necessity in upcoming days. Msc Entrepreneurship and Business Development course is designed to enhance a student’s ability and it gives the technical proficiency and theoretical base to keep pace with rapid changes in the field of management and business. ThisMsc Entrepreneurship and Business Development course will help to learn the necessary skills for analysis of the management and business treatment. I will enhance my understanding of core business knowledge and I will develop the ability to identify and manage important issues those are relevant to international business apart from this I believe by embracing two different business approaches ,I will learn how to make the most of opportunities to launch a business or grow an existing organization. Thus, by choosing this course in the UK I believe I feel that 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.

**CAREER OPPORTUNITIES**

The industry is global and growing. A huge variety of options will be available for me in India after completion of my degree. There are endless job opportunities that I can avail in j after pursuing this course. I will get job in top multinational companies in India as an International Marketing Manager,Global Sourcing Manager, Business Development Director, Director of Sales, Global Product Manager.And also I will have Specializations like like **franchising and licensing, international branding, business in developing, economies.**  My overall responsibility will be to manage and help in growing in business sector. After completion of this course I will definitely come back to India as my family always wanted to see me well qualified and well settled here in India, I too have desires and obligations towards my family to whom we are the world and surely to look after them in the best possible way at their old age. I am confident of my decision and eagerly look forward to an amazing time, which I believe could amount to a life altering experience for me. On this positive note I hope you will grant me acceptance to your highly reputed university for this chosen program.

Thanks and Regards

Kirandeep kaur