**STATEMENT OF PURPOSE**

**BATH SPA UNIVERSITY**

**MA BUSINESS AND MANAGEMENT**

I am Navdeep Kaur; I am from Punjab, India. I see upon myself as a very creative, inspired and honest individual. I look for the possibilities of growth and excellence. I am given the values by my parents as they are everything to me. I am blessed as I have a family which is supporting my dream to be educated overseas and they give importance to my ideas and goals. Since they have been a solid support to me I have developed a vision for my next step in education which will take me to the successful career in the corporate job market.

I always had been very good when it came to the performance in my studies. In my academics I did my matriculation examination in 2004 from PSEB. After that, I did Senior Secondary education in June, 2006 from PSEB, India. After my senior secondary, I started working as a Office Executive in Moonlight Restaurant from 2006 to 2008 then I got promoted as an Event coordinator from October 2008 to April 2011 during my job I realized that only senior secondary education is not enough so I did my Bsc Fashion Designing from 2011- 2014 and got 70.4% after that I did Msc fashion designing and merchandising from 2014-2016. After completing my post graduation, I got offer to work as Sales Executive at Zardozi The Wedding Room to gain my experience, where I am working from October, 2016 to till date.

After serving a long period, working on low pay scale I am not satisfied and decided to pursue my further studies and I want to take my career to the next level in education to build advanced knowledge and skills. I decided to pursue my further studies from abroad so I searched many options and after being decided with everything such as course, educational destination & course provider

*Now I decided to upgrade myself with an International Master degree, for* MA Business and management from Bath Spa University, *UK. I chose this program after knowing the benefits to doing this. I am very well aware of the benefits, that the overseas studies will bring along and l am keen interested in gaining the in gaining the international study exposure and will be very productive in my future.*

Then I Found MA Business and management and I believe it would Contribute to pursuing my interest that is Business. There are a lot of organizations even educational institutes that provide lots of Job opportunities to young talent by giving them high manager-level positions. I am lacking in managerial skills those are essential to get high salary jobs and it would be a great opportunity for me.

So, I decided to change my field and while doing thorough research I get to know that top companies like Tata, Infosys, Reliance provide a lot of opportunities to young talent by giving them high manager-level positions. Being an Arts Student I Do Not Have theoretical or Practical Knowledge about Business moreover I am lacking business skills which are essential for my career growth as I changed my interest. Finally, I decided to pursue MA Business and management from the Bath Spa University the UK. I decided to pursue my master's degree overseas is more beneficial and I am well aware of the benefits of international education. Hence, I decided to apply for the course MA Business and management.

WHY CHOOSE THE UK OVER ANOTHER COUNTRY

As I am seeking diversity in my career and studying at this stage of life and doing a Master's degree is a very crucial decision for my career. This degree and the skills attained lay the foundation stone for my career ahead; therefore I wanted to make a diligent decision before finalizing my institute. There were many factors that I considered while deciding my study destination which are: world ranking and quality of education, eligibility criteria, style of education, and lifestyle. My shortlisted countries were: The USA, Canada, the UK, and Australia, after acknowledging my above-mentioned factors, I ended up choosing the UK over these countries as it consummates all the factors which I kept in mind while deciding the study destination.

Finally, I started my research in the UK and found many advanced courses. The UK has a lot to offer in terms of scholastic opportunities. The UK is known for its educational excellence and cultural experience. The UK is one of the best-developed countries for international students to do their higher studies. Studying in the UK provides international values as well as a multicultural environment.

WHY BATH SPA UNIVERSITY

After spending a lot of time on the internet searching and doing a lot of university research, I went through the website of the Bath Spa University for my higher Studies. It provides affordable quality education, offers a range of courses. I decided to pursue International Business. After spending a lot of time on the University website I found the details of this course and came to know the benefits to study this course. This university is one of the well-known universities in the UK. Another positive point that attracted my focus is that the courses are designed in a way to ensure career orientation alongside mentoring. Mostly the contents, have internships, placements associated which primarily facilitate to assist students to gain practical exposure with the theoretical learning. After analyzing these core points, I was very much sure about my career that if I will be provided this opportunity to pursue my higher education, it will be worth it for my future career. This University will provide me with the best education, safe atmosphere, and fee structure that are also affordable.

WHY MSC BUSINESS MANAGEMENT

MA Business and management degree provides me with an excellent grounding in real business practice, developing the skills that need me to succeed as a business professional either in the corporate setting or as an entrepreneur. Business is one of the fastest-growing, job-creating sectors in my country, India, and abroad, offering the opportunity of careers with rapid progression in the Business. This course will help me to understand business skills.

CAREER OUTCOMES

After completing the course under the guidance of imminent teachers, I will return to India and will start my career in Punjab I will be able to take a Top Job Designations after this course, I will get the job Designations Such as

· Business Development Executive/ Manager.

· Product Manager.

· Marketing Manager.

· Analytics Manager.

· System Manager.

· Data Processing Manager.

· Business Analyst.

Studying at your university would surely help me gain all the skills required and try to work out more practical knowledge gained at your university. Thus, I request you to accept my purpose and make me move ahead in my career with more confidence and knowledge.

 Regards