**STATEMENT OF PURPOSE**

**BATH SPA UNIVERSITY**

**MA BUSINESS AND MANAGEMENT**

I am Kamalpreet Singh. I belong to Punjab, India. I have completed my graduation in commerce stream and from Kurukshetra university kurukshetra After that I started worked as an Administrator from 23/09/2020 to 23/05/2022.While working their I felt that I was not getting the required consideration and opportunities in the Business field due to lack of educational degree, which was acting as an obstacle for my growth and more career opportunities. So I started the research and came to the conclusion that I need a Masters Degree and that too from University. The next step was to shortlist the country that has reputed Universities, was cost friendly and courses in Business field and that’s how I came up with UK as my choice. After that I went through different Universities and selected **Bath Spa University** as it has great reputation all over UK and provide courses in various fields with both theoretical and practical knowledge. Now my next challenge was to decide which Business course will be more beneficial for my future and that made choose **MA Business and Management** from **Bath Spa University**.

**WHY UNITED KINGDOM?**

When I felt that I was ready to explore the international options, I researched extensively on the most suitable course in the field of business. I was exhausted as it took many days to look for the best place and college that could provide standardized education that will make me efficient for my future goals. In this research I took help from my family members and the people I am acquainted with. I also searched on the internet for information that I could collect. I also went to attend overseas education fairs organized in nearby cities. My family was more concerned with my safety in a place where I and even they have not been to. The UK has strict laws against the miscreants and because of this country is very safe and secure. From education to employment, from strict laws to fundamental rights which provide the true sense of democracy are all available in this country. Moreover, this country has ease of living, promotion of sports and art forms, beautiful weather, beauty tourist destinations, and so on. When it comes to education, the UK education system is modern with learning methods that focus on the need of the professional world. This education covers the ongoing practices in the present professional world such that there is no need for the students to enroll with any vocational training courses.

**REASON OF CHOOSING BATH SPA UNIVERSITY:**

I chose **Bath Spa University**, is committed to providing the students with the best possible experience. They continue to invest in both their facilities and innovative approach to education. This university is designed for people with high technical skills to be able to make their creative ideas become reality. Students successfully handle situations outside of their comfort zone and enhance decision making skills and cross- cultural competencies and return home a more confident, globally minded. This University is highly recognized for the quality of academic programmers. A significant amount of their courses have accreditations from professional bodies, giving the students an advantage when seeking employment opportunities.

**WHY MA BUSINESS AND MANAGEMENT**

The module enables you to develop a thorough understanding of business theories and concepts. Students will be able to develop and apply global marketing strategies in the complex global environment. In addition, this module explores and evaluates the application of business planning, implementation and controlling of international marketing strategies. Understanding the theory and application of business in a diverse cultural context is central to marketing in the era of globalization and regional integration. The Dissertation provide s the practical and theoretical focus for the **MA Business and Management** and is the culmination of the programe of study that requires you to undertake a piece of independent research that links theory to practice. This module enables you to build on and develop their professional management skills such as problem solving, critical analysis and synthesis of data to produce appropriate research outcomes.

**CAREER OUTCOMES**

This course will give me the tools to stand out from the rest. Upon completion, I will be able to effect positive change, both in my own professional practice, and within your organization. On a personal level, I’ll be able to utilize new skills and methods to improve my efficiency, my critical engagement, and my ability to instigate change. The nature of work in this specialization includes working for Indian or foreign MNCs in business division, import/export departments, global logistics companies, consultancy firms, international courier companies, and global tourism sector, among others. Some of the most common career roles that one can choose upon completing business management are those of a Management Analyst/Consultant, Export Coordinator, Business Development Manager, Finance Manager, Trader, Finance Controller, etc.

My family has been really supportive and I am confident that this investment in my education from **Bath Spa University** will infuse the right energy into my career and steer it towards the growth that it is lacking right now. Learning is an everlasting process and I believe I will get an opportunity to learn and grow in my life with your support.

**REGARDS**