Dear Sir / Madam

My name is Ramveer, resident of Vill. Dhido Katrala, PO. Sango Katrala Teh. Mukerian, Hoshiarpur Pin: 144211, Punjab, India. My passport No. is V7487952 and DOB is 08/02/2004. My father Mr Dhanpat Rai runs a business and mother Mrs Sukhwinder Kaur is a housewife. We are a well to do family and have enough of Savings for my further studies in the UK. I am writing this SOP to show my interest in Business Management & Leadership BA from the Coventry University the United Kingdom.

I completed my 10th, secondary in the year 2019 from Punjab School Education Board (PSEB) with 76.15% marks. Then I completed 12th Senior Secondary in 2021 from same PSEB school and studied humanities with maths, I scored 73.6% marks in my 12th. I realised that there is not much scope for simple graduate in India and specialised courses are not available. There are much better professional courses available overseas and for a good job and career one needs a globally accepted degree. Since Covid restrictions are over now, and hence I have decided to pursue my further studies abroad, as it will give me a globally accepted degree that will help me in getting a job on good level in a multinational company. I have taken IELTS Academic on 14/May/2022 and scored an overall Band 6.0 with 5.5 in Listening, 6.0 in Reading, 5.5 in writing and 6.0 in Speaking.

Being born and brought up in a business family, lifestyle of educated service people has always fascinated me to be a working professional, as I have always witnessed my family members working day night without weekly offs and wearing Indian attire always. I don't want to join our family business but want to work in a good multinational company. Since my interest was in Business Studies it was decided quite early that I will go for higher studies Business Management in the UK. I studies Maths and economics with computers in my 12th and consistently worked towards my goal, I was regular in studies throughout and my parents are also supporting me and want me to have a good career. I have decided to go for Business Management & Leadership BA course from a top British University, This Business Management & Leadership from Coventry University offers a comprehensive insight into a broad range of subjects including management, marketing, human resource management, business ethics and innovation. This is driven by a commitment to asking challenging questions and to engage, creative and socially responsible approaches to business, International Business management and economics. This is a programme of learning which will give exposure to the realities of management and the managerial experience in a variety of contexts. This course will give the confidence to work on a senior position in good companies.

I searched for various universities and shortlisted few like Kingston University, University of Northampton and Bath Spa University along with The Coventry University and finalized the Coventry University as this university has good rankings and was amongst the top universities in the UK. The fee structure is affordable as compared to other Universities, also the location of this university is suitable for students to live, study and work. There are various scholarship programs offered by the university to the deserving students and the guidance of teachers is extended after the completion of course also. The teaching techniques and methodologies are based on research based scientific tools and the exposure is world class with more of practical training. The focus is not only to face the assessment but to prepare the student with confidence to face the real world. The Coventry University is home to many students from all over the world and hence provides the opportunity to interact with people of different cultures and background. I referred to the feedback of alumni, details on the university website, course curriculum and assessment methods and on comparing the various points with other universities finalized to study here.

I considered other countries also like USA, Canada and Australia but finalised UK as it was my choice always and it is top choice of students from all over the world. Good reputed universities, excellent course curriculum and world class infrastructure with research-based technology gives in depth practical knowledge to the students and one gains confidence to face the professional life challenges with problem solving and managerial techniques.

One can work while learning and explore beautiful Europe and gets to mingle with people from all over the world. Getting International exposure and experience is once in a lifetime achievement. On completion of this course from UK I will get more preference than my peers and that will help me in getting a good job with starting salary of about INR8 Lac yearly in a good Corporate like Tata, Adani, Amul, Dabur, Philips and Fortune.

I have completed all my studies till date from India and I know the shortcomings of Indian education system, if I pursue my studies here, I will have to compete for admission in a good institute where the seats are reserved for various categories students and hence very few seats are left for general students. Also, the value of Indian degrees is less as compared to a foreign degree. Specialised bachelor courses are not available in India and I want to earn a professional degree which is available in UK. There are good institutes in India like IIM Ahmedabad, Bangalore and Indian School of Business but the admission criteria are based on merit and category system and its really tough getting admissions to them, also large population size of India is a drawback for general category students. The studies in India lack practical exposure and traditional methods of teaching that lay more emphasis on theory are still followed.

India has many good companies where the career growth is good and now with world class facilities and infrastructure and high standards of living people from other parts of the world is migrating to live here. Since my family is settled here and we have good properties also, even I plan to live in India with my family and have a good career. My family also want me to be with them and help them in their business.

Hence my sole purpose of going to UK is for studies and international industrial exposure and I request you to grant me UK Student Visa for my career growth and bright future.

Thanking You

Ramveer