

Statement of purpose

Since I am intending to obtain admission in the Coventry University`s course of, ‘MSc International Business Management’ (Jan 2022 intake), I ABDUL BHASITH.J have explained my educational background and my plans over the career through this statement of purpose.

I have completed my higher secondary education in the year of 2016 with 75% which is a very decent score that helped me in gaining admission in the Bachelor of Civil Engineering department of the Al Ameen Engineering College.

After joining the college, the theory classes did not impact my thought process to a great extent. However the practical sessions helped me to reach a certain level of knowledge regarding the construction sector. Soon, I was able get a grasp over the new trends and developments in the field of construction. I have attended seminars and presentation, in which the core elements of discussion were technologies such as, 3D printing and Artificial Intelligence (AI). I have participated at the national level conference and tried to utilize even the smallest of the information about the advanced technologies used in the construction field. My summer project is about the integration of Computer Aided Designing and 3D printing, which enhanced my understanding regarding the newly available techniques. During my semester holidays, I visited local residential construction sites to obtain practical hands on experience. By combining both, my practical and theoretical knowledge, I did my final project on the factors that prevented the application of advanced developing techniques in the Indian context. I graduated in 2020 with overall CGPA of 6.8.

After the completion of under graduation, I planned to open a construction designing firm on my own. My friends and professors reminded me that my inadequate management skills and lack of understanding of the business strategies would prove disastrous in such a context. Even though I was technically strong, I was not ready to establish and manage an entire business under my self -supervision. I felt that my skills could become more worthy when they are backed up by means of systematic education.

Although Indian institutes of high standard and repute such as the Indian Institute of Management (IIMs) and Indian Institute of Technology (IIT) provides management oriented courses such as Post Graduate Diploma in Management and MBA respectively, the admission process is highly rigorous. Further, the duration of such courses run up to two years. My objective is to establish a designing company at the earliest possible time after the end of my course and expand it internationally. Hence I wanted a course that could be completed in a year. I was also looking for a management oriented course that would be recognised internationally. Course with such features are not available in the Indian system of education.

I have considered the universities in Canada, USA and UK. The USA institution such as Hult business school and Delaware delivers masters in International Business with the duration of less than a year. But the tuition fees were about \$45000 in both the universities. The fees exceed my budget thoroughly. The master of International Business course provided by Smith School of Business and IVEY School of Business are priced at about \$60,000 for one year of education. In addition to the fee being high in both the colleges, the absence of management oriented elements in the curriculum is the main reason to neglect the universities of both the countries.

In general, the UK degrees are recognized internationally. Hence, I decided to pursue my degree from one of the reputed universities in UK. After all due diligence, I filtered three universities, namely Coventry, Sunderland and Bradford universities. While comparing all these universities, Coventry has obtained a better guardian ranking of 38 and UK Complete University Ranking of 50. The master's degree from Coventry is also accredited by Chartered Management Institute. Another reason to choose Coventry is the exclusiveness of the modules provided by them. The module 'Financial Analysis and Decision Making' will help me to stabilize the financial conditions of the organisation. It will also aid in the development of my company. Other modules like 'International Leadership' and 'Organizations and Strategy' will open up a wide pathway to expand my company to next level. On the basis of these assertions, I decided to join Coventry University.

I will return to India as early as possible after the completion of the course and start a designing company. India is developing many smart cities. Application of my

integrated knowledge will be in huge demand in the Indian construction sector. After a certain period of time, I will expand my business across other Asian countries where the combined knowledge of construction and management is needed for the development of a better infrastructure.

Thanking you,

Abdul bhasith.J