

Statement of Purpose

Since I felt that my educational qualifications, professional experience and my career aspirations are evidently important factors in obtaining an admission in the MSc International Business Management course (January 2022 intake) of Coventry University, I am drafting this statement of purpose which contains a comprehensive summary of the same.

With the visibility that I had after my schooling, I chose the Mechanical Engineering department in my Bachelors of Engineering. I felt that it would be a career enhancing move. During the bachelor's degree, I concentrated on cross divisional focus sectors. In the manufacturing sector that is complex and fast changing, the idea about the role of business management in the sector unfolded to me. I attended seminars, conferences and presentations that discussed the business elements of engineering. My final year project too was based on a subject that intersected business and engineering. I had developed a strong fascination towards managerial positions. Hence I joined as a supervisor in Axis Machine works Private Ltd., in Coimbatore, one of the most industrious cities in India. This employment began in 2018 and is continuing till now.

Though I was able to make significant positive contributions to the organization, I was not promoted in the organization. Many new graduates were promoted and this is the juncture when I realized that, those with management degrees are given more importance than the ones with the experience. So I decided to obtain a masters level business management degree.

Indian institutions provide such degrees. However the numbers of institutions that provide such a course in an international context are extremely rare. Further, master's level courses in India generally extend up to two years. Hence I decided to study a master's level management course in a university that could provide me with an international exposure and a degree in the earliest possible time frame.

In spite of being expensive, the Master of International Business courses offered by the Australian Universities such as The University of Sydney and La Trobe University were more time consuming too. Though the institutions in Canada such as Smith School of Business and Ivey School of Business were reasonable in terms of the duration of the course, the fee charged by them was not conducive to me.

I found out that the management oriented curriculum of UK universities easily integrates with the business systems. The duration of the course in most of the UK universities were in the one year time range. The living standard of the UK is excellent. Further, the cost of living in the UK is reasonable. The UK is an epitome of international exposure. The degrees awarded by the UK institutions have a significant level of acknowledgement in the management world. Hence I chose the UK to pursue my master's level education.

My sincere research that was based on the information available from credible sources resulted in short listing the University of Aberdeen, University of Surrey and Coventry University.

Among these universities, the features of Coventry University stood aligned with my expectations. The tuition fee was within my expectations. In addition I found the modules in the MSc International Business Management course of Coventry University to have a solution for the operational issues that I had encountered during my employment. In addition to the potential of creating academic knowledge, such modules also appeared to equip me to materialize my short term objective. The modules such as 'Organizations & Strategy', 'Business Analytics & Intelligence' and 'International Dimensions of Marketing' which were present in the Coventry University were highly unique. Despite being institutions of high standard, such modules were absent in the University of Aberdeen and University of Surrey. Hence I chose Coventry University.

My short term objective is to re-join my previous employer as a 'Marketing Manager' as I have a good rapport with the organization till now. Moreover, the organization is planning to expand its market share across the borders of the state. The unique modules which have been referred to in the previous section will be highly instrumental in equipping me for such an aggressive marketing role.

Completion of this course has the potential to re-configure my career and henceforth, I request the concerned staff very sincerely to review my application in terms of my education, previous work experience and my short term career plans.

Thanking You,

Sricharan Anandhan.