

Statement of Purpose

I have always believed that successful business quests take human lives further. I have constantly observed and been inspired by many businessmen. They manage people, make intelligent moves, and work hard to ensure that the business runs well. I also understand that the world of business management is dynamic and volatile. With the conviction and willingness to toil hard to reach my career goal, I, Sridev N, seek admission to the Bachelor's in Business Administration (BBA) offered by Coventry University in the January 2022 intake.

Over the years of schooling, I have intellectually matured to get both theoretical and practical aspects of knowledge. My primary and secondary school years were spent under the attentive care of enlightened teachers. They had been instrumental in instilling my character for acquiring knowledge and coming up with innovative ways to address a problem rather than passively following others. The spirit to excel in all spheres of life to be a productive member of society has been my motivational force. During my school days, I learned my curriculum with extreme exactness. Having scored more than 63% in one of the most intense schooling education systems in the world, I was determined to focus more on the 'direction', and 'purpose' of my academic progression. I was responsible for my academic performance, and I have always paid attention to my classes, done my homework, and never flinched away from submitting my academic works. To attain my goals, I have already shown an interest in the fields of Physics, Mathematics, and Chemistry, which helped me to attain good marks. During Covid-19, I understood that businesses are the core of the economy and decide the GDP of the country. This persuades me to choose my business career.

On discussing the matter with my parents and teachers, I figured out that doing a management course for my under graduation is one of the strongest ways to succeed. Indian universities, undoubtedly have a first-class academic environment. However, management education, with a global outlook is still to emerge in the Indian education system. Therefore, I firmly believed that studying management in an education system that has a global outlook would be more rational. Many countries like Canada, Australia, Germany, and the UK were considered.

Universities in Canada like 'The University of Winnipeg,' 'Algoma University,' 'Cape Breton University,' and 'Capilano University ' were offering four-year courses in BBA which I felt was

very long. On the other hand, HEC Montreal offered a three-year course in the BBA program. I found the content of the course to be more 'Economics' centered. I considered the International University of Applied Sciences (Germany) which has a dual program with London South Bank University (UK) offered a three-year course which satisfies me, but the fees charged by this university are extortionately high. The tuition fees alone accounted for around 2,694 Euros per semester whereas accommodation would cost more which adds a financial burden to me.

Based on the views expressed by the foreign-educated entrepreneurs and research scholars known to me, I decided to intensify my search among the UK universities. Universities in the UK are among the top 5% of the world universities for higher education in business. I was very much convinced of the strength of the ranking and accreditation despite giving due importance to the contents. 'Kingston University,' 'Coventry University' and 'University of Essex' seemed to be very fine to me. But 'International Marketing,' 'Advanced Accounting for Business,' and 'International Business and People Relations' modules that seemed to come in uppermost resonance with my long-term aims were present only in Coventry University.

The Complete University Guide has ranked Coventry University, the 57th in terms of Business and Management studies. The QS World ranking has placed it around 541-550. The Guardian University Ranking has assigned Coventry, the 26th rank. THE (Times Higher Education) has given ranking among 601-800 for Coventry University. All of them are of considerable importance and achievement. I narrowed down my choice completely towards Coventry University after seeing its Chartered Institute of Management Accountants (CIMA) and EFMD Programme Accreditation System (EPAS).

After my undergraduate program, I would like to continue my journey of academic training in the field of business management and to seek admission to one of the leading universities for my master's program in business management. My objective is to prepare myself for the long-term goal of pursuing a career as a Business Administrator in a reputed company to help organizations run efficiently and to meet their short and long-term goals.

I request the concerned authorities to look at this narrative, which has given sufficient evidence about the relevancy of the course with my long-term objectives and make a decision on my application accordingly.

Yours Truly,

Sridev N