

Statement of Purpose

They say that the biggest prerequisite for brilliance is the inclination towards learning. I, Mohan Raj M, have obtained admission to Coventry University for the January 2022 intake of the BA Business Management Programme. In this statement of purpose, I have summarized the details of my academic merits and career aspirations, justifying the aforesaid offer.

It is my greatest desire to become a part of this rapidly moving community. To attain my goals, I have already shown a keen interest in the fields of Physics, Mathematics, and Biology, which helped me to attain a good percentage in my higher class. During my school days, I learned my curriculum with extreme exactness and the quest for learning made me explore more in my proposed area. Having scored more than 81% in one of the most intense schooling education systems in the world shows my interest in learning quality subjects. However, amid the Covid-19 pandemic, my perspectives changed and altered. 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. We live in a business-oriented world and to fit into its fast pace, I believe that one needs to acquire an immense understanding of this field.

After deciding on my career in business, I conveyed it to my parents. They encouraged my decision and advised me that business encompasses the world and to develop my knowledge in business, it is imperative to study overseas. My teachers suggested to me that getting international exposure in this period of my life would make substantial changes in the way of handling the business. Once the decision was made as my undergraduate studies would commence in a foreign country, I started looking for universities that offered business courses, in developed countries such as the UK, the US, New Zealand, and Australia.

Looking at the US universities, I found institutions like the 'Fordham University, 'The University of Southern California,' and the 'New York University' to be offering four years courses in International Business management which I felt was very long. The universities of Australia such as 'University of Queensland,' 'Kent University,' 'University of Adelaide,' and 'University of South Australia,' offered three years course which satisfies me, but the fees charged by such universities were exorbitantly high. The tuition fees alone accounted for around \$ 45,000. In addition to tuition fees, living accommodation would cost more which significantly adds a financial burden on me. I

found the UK universities to be very much comfortable as the duration of the course was three years and the tuition fees to be very much within a scope that I could afford. The UK universities offer the widest range of English courses in the world which helps to achieve language goals. So, I chose the UK which was compatible with me in parameters such as the tuition fees, duration of the course, and safety aspects.

After finalizing that the UK would be the appropriate destination for my undergraduate studies, there was an effective and important task of choosing the most appropriate institution that would suit my aspirations. Among the Universities such as the 'University of Kent,' 'Coventry University,' and the 'University of West London.' I found Coventry University to be very much in alignment with my anticipations and help me into various subject domains and develop a strong foundation with responsibility and self-reliance. The varied culture in the university will be an advantage to grill my career goal. Studying business management at Coventry University provides an opportunity to gain a solid grounding in business management theory, skills, tools, and techniques. Modules such as the 'Business analytics for decision making' 'Industry 4.0' and 'Managing Global Operations' are present exclusively in the Coventry University.

I intend to become a 'Management Consultant' for any of the leading Multi-National organizations in India. After the course in the UK, my intellectual competency along with the management degree in the UK will help me to solve issues, create value, maximize growth, and improve business performance. After equipping myself for around four to five years, I will start my business management consultancy to develop and implement strategies for taking the Indian business across international borders. Modules that I stated above make me grasp new concepts and produce results which enriches me with exceptional problem-solving skills- an analytical, innovative, and creative mindset. Hence, I chose to study at Coventry University.

I request the concerned authorities to pay attention to the fact that the completion of the BA Business Management Programme from Coventry University is an absolute necessity for the progression of my career while evaluating my application accordingly.

Yours Sincerely,

Mohan Raj M

