**STATEMENT OF PURPOSE**

A student who requires a specific assurance and strength of character, for him understanding of a program like Master of Science – Applied Project Management is very essential. As lately, the business world has become quickly coordinated across once limiting boundaries, and anybody with significant standards within the business world should know about the real factors of various global fields and to have a worldwide point of view. I'm exceptional, and particularly lucky, to possess an assorted foundation both scholastically and expertly which has presented me to various landmasses, people groups, societies, and dialects. As a local of India, I have consistently been a propelled individual with the longing to impact the world forever with my dad being the good example of my life and I know about the inexorably significant business sectors of this district. My father’s dynamic caused me to grasp the universe of business at an extremely youthful age. I completed my lone wolves in business as bookkeeping and money consistently energized me. To accomplish the Master’s Degree decisively at your foundation, I'm presently prepared to form last stride and advancement the most elevated levels of my insight. Now I accept that the subsequent best measure in transit is your Msc program. The instructive plan of your program will permit me to foster my abilities further is substantially more testing. I hold incredible foundation in various parts of bookkeeping and money. Due to this I accept that I am an ideal contender to go with this program at your esteemed establishment.

After completing my studies I will definitely return to my country to initiate and utilize all the knowledge that I acquired and implement that for my business plans. Furthermore, all the talents of learning in the University of West London will be essential for me to utilize those skills in my family business of construction/real estate to support my father and this will not only help to run the business effectively but also to develop it by bringing more ideas which is possible only after grabbing the knowledge & skills which I will gain from this master’s programme. And since such businesses mainly are based on projects I have particularly chosen project management program rather than MBA & International business related courses. I surely foresee the specified outcomes in business of my family because of all the understanding of business concepts in Msc program which I would complete in your respective Institution. All the plans might be achieved by getting admitted into your University and I am grateful for your assistance.

**Why choose your University?**

University of West London is a highly ranked, globally recognized, a well-established private university located in one of the most attractive locations in New Ham. This university has a strong commitment to diversity which is clearly reflected in the public & in addition its academic offerings and commitment to maintain an inspirational & remarkable educational experience is highly appreciable. Moreover, UWL is highly personal, the most safe and incredibly affordable institution & well recognized for honoring their graduate & undergraduate students with the international awards. UWL is devoted to excellence in teaching, scholarship and services & its faculty and staff always prepare their students with an objective of making them not only strong leaders, but also a responsible & committed citizens through their programs beached in the liberal arts and sciences and professional specializations. They always have an objective to cherish their students with studies & other socio-cultural activities over here with best possible way.  Moreover, the structure of the program allures me to get admitted into it because it helps in creation of various skills such as business, finance and marketing. This University gives the liberty to attain individual goals in a comprehensive manner, and interaction between students and faculty is highly considered over here. The university allows me the time frame to understand new concepts and work efficiently on it and apply the outcome effectively on new arising challenges in my life. I believe that an opportunity to acquire academics one more time from University of West London would help me create a brighter future.

**Why UK?**

The first and the foremost reason to be considered is the practical skills that UK provides are far greater when compared to other Countries. I have no intention whatsoever to degrade the standards of education in any country but most of the countries other than UK mostly focus on theoretical knowledge. The education from UK is recognized all over the world and is touted to be one among the elite education providers globally. In addition to this the study structure is exactly aligned to the demands of the current job markets in entire world.  One more reason to choose UK is the multicultural environment that it provides to the international students which is a great boost for interacting with various ethnicities. The United Kingdom is every professional’s first choice for studying abroad given its advancements in terms of management & business. The finest innovations have come from this country and it is home to the largest organizations in the world. The education system is undoubtedly remarkable with hands-on training and wide exposure to industry-specific learning through projects and assignments. The value of a degree from the UK stands to be quite high in terms of gaining excellent employment opportunities anywhere in the world. Another important aspect of studying in the UK is the chance to interact and learn from people from across the world coming to study here. Thus, I am enthusiastically interested in pursuing my master’s degree in the UK.

I expect to have developed a successful career in my family business & I can be proud of it. I believe that my past education & experience has given me a lot to learn & to prepare myself with full confidence to progress towards Masters studies and hence I am eager to continue that progression by enrolling in MSc – Applied Project Management program program at University of West London using the infrastructure, facilities and Faculty support available at the university which will even help me to chase my dream to take our business at the peak of success.

**Name: Ayesha Anjum**

**Course Aspiring: Master of Science – Applied Project Management with internship**