

STATEMENT OF PURPOSE

I am **GURNEK SINGH** from Simraya Ta Ghungchai, Uttar Pradesh, India with the passport number **N9021144**. I have applied for Master of Business Administration at Charles Darwin University Australia and here I present my statement of purpose for my reasons behind choosing this step.

My Educational Background:

<u>Level Of Education</u>	<u>Year Of Passing</u>	<u>Board Institution Name</u>	<u>Percentage</u>
Graduation-Bachelor of Commerce	2020	Mahatma Jyotiba Phule Rohilkhand University Bareilly	69.4%
Senior school certificate examination	2017	S V M Inter College Sitarganj USN Affiliated to Board of School Education Uttarakhand	77.2%
Secondary school examination	2015	S V M Inter College Sitarganj USN Affiliated to Board of School Education Uttarakhand	72%

My Family Background:

My father's name is Mr. Pal Singh and he is a Businessman. My mother's name is Mrs. Kulvinder Kaur. She is a housewife. Education plays a very important role in my life and my family also. My father will sponsor me through his hard earned earnings. He has a stable business in India.

Research done on study options available in India:

After 12th, I studied in Mahatma Jyotiba Phule Rohilkhand University for Bachelor of Commerce. During the course I tried to learn as much as I could and I learnt many things like, on economics part- Business Economics, Micro Economics; on Management part - Operational Management, HR Management, Business Management; On Analysis part - Security Analysis, Financial Modeling using spreadsheets etc. Still when I compare myself with my friends who got the chance to get into colleges like **Narsee Monjee, Christ University, Loyala College, Presidency College, Symobosis** etc, many times I feel, I lack an approach towards implementation. The reason for same is, those renowned institutions offer much better business learning ecosystem what my university did, though probably I put same efforts as my friends did. According to the University Grants Commission's website, the total number of universities in India was 874 as of 25 September 2018. Only seven Indian universities were ranked in the top 400 universities by the well-regarded QS World University Rankings for 2019. And predictably, six of these seven are Indian Institutes of Technology (IITs). The only non-IIT Indian institution in the top 400 is the Indian Institute of Science (IISc) in Bengaluru. In business and management education, Indian universities had nine entries in the top 300, with the Indian Institutes of Management (IIMs) coming out ahead of the other Indians. I failed to get into these for my bachelor course and I do not want to risk again, **due to less seats and more seekers**, before further education. **This is the first reason why I choose to study abroad and not in India.**

Secondly, even if one gets into one of these top institutions in India and gets a good learning atmosphere inside campus, when he comes out of the campus for daily life, he fails to see the practical use of what he is learning. This creates an impression that what we are learning has no practical significance except to make a career or to get a job. However, I learned, in developed countries like Australia, USA, UK; such is not the case and students are motivated to get solution of real life problem through their learning's in campus. Probably that is the reason, decision of studying abroad after bachelors in India, led Satya Nadella and Sundar Pichai to what they are today.

Last but not the least, studying abroad is itself a learning experience. In comparison to studying domestically, it offers improved language skills, a different style of teaching, enhanced Network and it develops understanding of New Cultures and Perspectives. It develops huge confidence. I have personally met several people graduated from countries like UK, USA, Australia, Canada etc. and observed that their confidence stood out compared to those graduated from India.

Study Option Other than Australia

S. No.	University/ College	Fees	The World Ranking	Course Available	Location
1.	Florida International University	\$47,000.00 (34,76,943) per year	501	International MBA - Master of Business Administration	USA
2.	Binghamton University, State University of New York-The Graduate School	\$24,390.00 (18,04,311) per year	501	MBA - Master of Business Administration	USA
3.	Edinburgh Napier University	£14,062.00 (13,59,601) per year	801	Master of Business Administration (Full-time) MBA	UK
4.	Ulster University	£14,060.00 (13,59,408) per year	601	MBA (Master of Business Administration) - MBA	UK
5.	Lakehead University	CAD\$36,000.00 (19,51,711) per year	601	MBA - Master of Business Administration	Canada
6.	University of Guelph	CAD\$44,450.00 (24,09,821) per year	501	MBA - Master of Business Administration	Canada
7.	University of Canterbury	NZ\$31,500.00 (14,59,379) per year	301	MBA - Master of Business Administration	New Zealand

The nations, which are developed and are study destinations sought by international students, are UK, USA, Australia, Canada, New Zealand and few European countries like France, Germany etc.. In Europe, English is not the main language in and I would have had to deal with language barrier. European countries were eliminated from my list because of this.

In USA, I was supposed to write GMAT (Graduate Management Admission Test), though I am confident to clear this exam but it is a time taking process. In UK, cost of studying and living is very high especially because of high currency. Researchers say UK is the most expensive country in the world. Temperature in Canada is extremely cold opposite to that in India. Further, my research showed that industry in Canada is not as competitive as that in USA, UK or Australia. However, one of the most important reasons of me studying abroad is globally competitive exposure

Out of Australia and New Zealand, I chose Australia as it offers better exposure compared to NZ. Australia is ranked 7th amongst all the countries in the world and has a better life to offer to its residents as compared to New Zealand, which is ranked 10th on the quality of life index. The cost of studying in Australia works out cheaper than studying in New Zealand due to the cheaper tuition fees and the fact there is a range of scholarships that international students can apply for. Something New Zealand doesn't have.

There is lot of reasons why foreign education system is better than Indian education system:

<https://www.collegedekho.com/articles/indian-education-vs-foreign-education/>

1. Option to Switch:

In Indian education system Students cannot switch their major subjects in the middle of courses. For e.g. If you are a Physics major student then you can't opt for varied subjects like Languages or Economics in the middle of your course. Wherein **Foreign**

Education System Most of the universities allow students the options to switch subjects and don't limit them to just one subject.

2. Approach towards Education:

In Indian education system Curriculum in Indian educational institutes focus more on the theoretical education and rely on the research that has been conducted in the past. Wherein **Foreign Education System** The curriculum of foreign universities follow more practical approach in education and encourage fresh research other than what has already been discovered.

3. Research Initiatives:

In Indian education system despite the continuous help offered by the government, there are limited research fund, therefore, research initiatives are also less. Wherein, **Foreign Education System** Research in foreign universities is funded by some of the biggest organizations of the world, such as Google, Microsoft. Hence research initiatives offered there are better.

4. Curriculum:

In Indian education system Modifications based on the latest and approved research studies are implemented quite late in the curriculum of Indian universities. Wherein, **Foreign Education System** Universities in the US and some other developed countries update their curriculum every few years, hence offering more advanced education.

5. Exposure:

In Indian education system India has not yet been able to internationalize education in order to attract students from various countries to choose courses offered by Indian Universities. Wherein, **Foreign Education System** Foreign Universities have a mixed group of students coming from various countries. Therefore a student gets better exposure.

Benefits of Study Abroad:

<https://www.quora.com/Is-studying-abroad-better-than-studying-in-India-1>

1 - Experience personal growth. By living and studying in a foreign country, I'll gain a new understanding of my personal heritage, culture and values. Additionally, I will become more independent, self-reliant, and self-confident as I learn to navigate and live comfortably in a different culture.

2 - Gain valuable life skills. The full immersion experience of living in a different country affords me the opportunity to learn or master that country's language at social, academic, and professional levels. Interacting with the native population and fellow international students allows me to gain greater respect for other cultures.

3 - Strengthen leadership skills. Because leadership styles differ from one culture or country to the next, I will learn how to work with – and gain a better understanding – of different leadership and business styles. If I manage others, I'll gain valuable experience working with a diverse team.

4 - Broaden my worldview. My exposure to a new culture will allow me to gain a broad and sophisticated worldview and diversify my thoughts and values. As a result, it'll be easier for me to form partnerships and work effectively to tackle global or multinational challenges.

5 - Advance my career. I will stand out from other job candidates with the skills that can only be gained through international experience, such as strong cross-cultural communications and familiarity with international standards, laws, and regulations. Additionally, if I study in a country with an emerging economy, I will be able to respond quickly to an evolving market or industry.

WHY AUSTRALIA?

I have come across the decision to proceed with AUSTRALIA because of the below facts:

Recognition: Even though Australia has a small population of just 20 million, it has a relatively large number of world-class universities and colleges. With a clear framework of recognized qualifications and a reputation for effective teaching and research, a degree from Australia is highly portable around the world.

Safest Environment: Australia is regarded as one of the safest and friendliest study destinations in the world as compared to other parts of the world.

Multicultural place to live: Apart from being a great place to get a first-rate education, Australia is also a fantastic place to live. It provides a welcoming and multicultural society with a population that originates from around 200 countries.

Quality & great lifestyle: The lifestyle and quality of living in Australia is among the best in the world. Several of Australia's capital cities regularly rank among the world's 'most live able' cities. Survey found that four Australian cities ranked in the world's top ten most live able cities. Melbourne ranked 1st, Adelaide ranked 5th, Sydney ranked 7th and Perth ranked 9th, a feat not achieved by any US or UK city.

Better value for money: Australian education programs represent great value for money. Australian courses are often shorter than alternatives in other countries, particularly in the US. Most Australian bachelor degree courses can be completed in three years. This means that you can save a whole year's tuition fees if I choose to study in Australian rather than in the US or the UK.

Why wouldn't anyone want to study with some of the best minds in the world?

<https://www.studyinaustralia.gov.au/english/why-australia>

World Class Education

Australia is recognized as a great place to live - but did you know Australia also offers a world class education? The Australian education system has produced scientists, designers, educators, entrepreneurs, artists and humanitarians who have changed the world, winning awards from Oscars to Nobel prizes. Their global achievements include the "black box" now on every airplane, the Earth hour initiative, and the invention of Wi-Fi. Australia is proud of the individuals who have studied and worked in Australia (whether they were born here or another country) and gone on to achieve great things and contribute to making the world a better place.

<https://www.studiesinaustralia.com/studying-in-australia/why-study-in-australia/australia-compared>

<https://www.timeshighereducation.com/student/advice/guide-international-students-choosing-university-australia>

Quality Assurance

For over 20 years Australia has led the world in putting in place systems and processes to ensure that international students receive the high quality education they expect. These measures include:

- The Education Services for Overseas Students (ESOS) Act 2000 which sets out the legal framework governing delivery of education to overseas students studying in Australia on a student visa.
- The Tuition Protection Service, which helps you find an alternative course or refund your unspent tuition fees in the rare case that your institution (education provider) can't continue to offer your course.

- The Australian Skills Quality Authority (ASQA) is the national regulator for Australia's vocational education and training sector. ASQA regulates courses and training providers to ensure nationally approved quality standards are met.

- The Tertiary Education Quality and Standards Agency (TEQSA) regulate and assure the quality of Australia's higher education sector. It undertakes both compliance assessments and quality assessments.

My learning environment

By choosing to study in Australia, I will join hundreds of thousands of students from Australian and all over the world - including many from your home country - who are discovering new friends and opportunities in this beautiful country. I will work closely with classmates, researchers, instructors, and other faculty - collaboration is a key part of our students' successes. And in many cases I can gain practical and hands-on training in the industry in which I am studying. This combination of teamwork, shared learning, and industry focus will provide me with a leading edge for my further studies and career.

Australia – a research intensive country

Australia has a long and proud tradition of world class research and development that has benefited millions around the world. From the discovery of penicillin in 1945 and the discovery of acquired immunological tolerance in 1960, through to observations which led to the discovery of the accelerating Universe in 2011. Australia has a proud record of contributing to the benefits of the world:

- Through the Backing Australia's Ability initiative, A\$2.9 billion will be invested over the next five years to fund research that will stimulate economic and scientific innovation.

- Australia is investing over A\$140 million will be spent over the next five years to establish Federation Fellowships. The fellowships aim to recruit world-class researchers to Australia, with up to five of the fellowships each year awarded to high-profile non-Australian researchers from overseas.

- Australia has established an additional 63 Cooperative Research Centers which foster joint research between universities and private industry.

With about 50,000 people in higher education organizations involved in R&D, Australia has a strong research and development (R&D) capabilities. The world famous Commonwealth Scientific and Industrial Research Organization (CSIRO), the biggest government R&D agency in Australia, is one of the world's largest and most diverse research institutions. It's involved in more than 740 research activities with scientific organizations and agencies in more than 80 countries and undertakes research in fields such as health, agribusiness, information technology, manufacturing, sustainable energy, mining and minerals, space, the environment and natural resources.

Reasons for choosing particular program:

As a young, I was not quite the same as many other youngsters, who knew what do they want to do in future. This uncertainty drove me to study commerce in my secondary school and Bachelors of Commerce as a college degree. In any case, B.Com was a diverse scope and I needed to concentrate on one zone. I was in a predicament which field to pick. I am a commerce student and I have studied Accounting, Economics, and Business Studies during my senior secondary education. Accounting and Business are the two related options. In my graduation I studied Bachelor of Commerce by which I gained knowledge on skills like Strategic planning, managing people, and organizational leadership etc. My commerce background gives me solid analytical skills as it includes different features of marketing strategy, financial matters, finance and accounting. They have gone far in persuading me to seek after further alumni considers. So, that's why I have chosen **Master of Business Administration**.

This program will provide me with the skills needed for accounting and marketing, statistics, advanced analytical tools to gain high-level skills to manage big data using a range of tools. The course is designed to instruct the students in speech techniques, research skills, critical thinking skills, and the conceptual knowledge that is relevant to public interaction through persuasion and rhetoric. It delivers the practical and theoretical skills needed to create business solutions such as predictive modeling, risk

assessment and data visualizations for clients and stakeholders. This program furnishes students with a solid foundation in a variety of business practices, plus the ability to gain a specialization.

Course entry requirements: Successful completion of a recognized bachelor degree, graduate certificate, graduate diploma, master's degree or equivalent international qualification in a business or related field.

OR

Successful completion of a recognized bachelor degree, graduate certificate, graduate diploma, master's degree or equivalent international qualification in an unrelated field plus a minimum of 6 months full-time employment experience in a managerial role. Applicants must provide documentation detailing their employment experience in the form of curriculum vitae (CV) and two written referee reports in their application.

International Pathway

Applicants who have completed the CDU International Masters Qualifying Program (ZMQP01) or the Accelerated International Masters Qualifying Program (ZAMQP1) are eligible for entry.

Essential requirements

English language requirements

To gain entry into Charles Darwin University, all Higher Education applicants must satisfy the University's English Language Proficiency Requirements for their chosen course of study. International applicants will be required to supply evidence of this at the time of application.

The minimum English language requirement for this course is met by either undertaking previous education in an English-speaking country or undertaking one of the following English language tests and obtaining the minimum requirements.

Brief description of course contents: I am a commerce student and I have studied Accounting, Economics, and Business Studies during my senior secondary education. Accounting and Business are the two related options. In my graduation I studied Bachelor of Business Administration by which I gained knowledge on skills like Strategic planning, managing people, and organizational leadership etc. However, the one who has a master's in Business, he/she will get respect, good positions, and reward too because, Masters in Business indicates their commitment to lead that field. There are few certifications, like CM (Certified Manager), where I need in-depth understanding, better knowledge, and extraordinary skills. I want to be a successful businessman, as I belong to a business family and I did my bachelor's from a well established university of India I wish to gain diverse knowledge in the field of business with global exposure and CDU will be a supporting hand for me in this area as the design of the course would enable me to be a businessman with global prospective.

The MBA is made up of twelve units or 120 credit points in total.

This includes eight core units (80 credit points) which I am required to take, plus four elective units (40 credit points) that I choose. The core units focus on the essential skills required by middle and upper level managers. The elective units allows me to learn more about particular areas I am interested in such as Entrepreneurship, International Human Resource Management, Services Management, Operations Management, International Marketing, Clients and Markets.

I must successfully complete units totaling 120 credit points (cp) as detailed below. All units are valued at 10 credit points unless indicated.

Compulsory Core units totaling 80 credit points as detailed below:-

- Accounting for Managers ACT507
- Business Research BRE810
- Decision Making BUS501
- Communication, Negotiation and Conflict Resolution COM501
- Business Economics (replaces ECO501 Economics for Management from 2019) ECO504

- Organisational Behaviour MAN506
- Organisational Strategy and Leadership MAN508
- Contemporary Management Issues MAN509

Specialist Elective units totaling 40 credit points as detailed below:-

- Entrepreneurship BUS502
- International Human Resource Management HRM503
- Operations Management MAN515
- International Marketing MKT501
- Client and Markets MKT503

As a business student, I have great networking opportunities. I'll get to interact with fellow students, professors and teaching staff (business people with great management experience). And this context will accentuate my business management capabilities. It offer more flexibility and allows me to learn at my own pace. Over 50% of business graduates worldwide are senior managers or board directors. This type of position brings a higher salary, but also greater responsibilities.

WHY THIS UNIVERSITY:

With so many good options available to choose upon, it was really difficult to choose one.

5 universities which offer me option to study in Sydney, I considered, are- Charles Darwin University, University of Western Sydney, Macquarie University (MQ) , University of Technology Sydney (UTS) and James Cook University. When all offer almost similar quality education for which Australian Education system is known for, in my view, the most important factor for a PG student to consider, are: **Average Salary, Overseas %, Satisfaction** of its graduates followed by the **Multicultural Experience** and its **focus on PG courses**.

Area	CDU	UWS	MQ	UTS	JCU
Postgrad %	25.1	16.5	29.9	34.3	25.4
Overseas %	10.7	10.4	26	26.7	32.1
History of Universities	Pre-1974 Start-1988	1989	1964	1988	1970
Biz Start Salary \$,000	50.4	47.1	49.7	49.4	41.8
Biz Satisfied %	89.3	85.3	77.4	83.3	78.6

<https://www.universityrankings.com.au/compare-universities.html>

Out of 5 universities, average start salary of CDU is highest which justifies its higher tuition fee as compared to other options. Similarly, CDU business graduate satisfaction is the best. University takes a visible marginal lead on the aspect of Multicultural Experience and more than one third of its student study post graduate qualification.

Charles Darwin University Australia is a cutting edge, dynamic University giving high caliber professional and advanced education over a national and global system of grounds. University equips students with the necessary knowledge, skills and aptitude for further study, the world of work and to be effective global citizens. They have an outstanding record for teacher quality and graduate business. CDU provides excellent education with low staff: student ratios (lowest in Australia), small class sizes, great facilities, a beautiful campus, etc. The education is definitely better at CDU.

In countries like India, when a candidate approaches for his first job after the college, his success remains proportionate to the brand value of his university/College therefore ranking of a university is of importance. Though it is not the top ranker university on many aspects yet CDU University ranks impressively in almost all the major ranking systems worldwide as below:

Rankings Overview:

- CDU is a member of the group of seven Innovative Research Universities in Australia, and offers academic degrees and vocational education.
- According to Times Higher Education (THE) World University Rankings of 2021, Charles Darwin University is ranked 501-600th in the world and 29th in Australia.
- It is also ranked 101-150th in the world in the 2020 Times Higher Education 100 Under 50, making it the youngest university in Australia to make this list.
- In the 2019 Student Experience Survey, Charles Darwin University recorded an overall satisfaction rating of 75.2.

University provides several platforms to students to gain the real time exposure. University has strong connection with industry, thus they provide job placement for every individual to achieve success on their own terms, and prepare them not just for a career, but for life. With multiple campuses, safe accommodation options and a vibrant learning atmosphere, studying here will be the best. University is a modern, progressive university providing high-quality vocational and higher education across a national and international network of campuses. It equips students with the necessary knowledge, skills and aptitude for further study, the world of work and to be effective global citizens. Flexible study options make accessing the courses more convenient for those who wish to combine work and study commitments.

CAREER OUTCOMES:

As a business student, I'll have plenty of opportunities to start making valuable connections for my future career. During course A career in business offers immense growth as demand for professionals is always on a high. This program will prepare me to serve in the booming business industry. The demand for individuals with expertise in commerce field is continuously on the increase. This is why earning this degree can lead me to rewarding careers. The emphasis placed on integrating theory and practice will equip me with multifaceted problem solving skills and strong analytical skills.

Recruiters

- Wipro limited
- Bharat Electronics Ltd
- Vedanta Ltd
- Ujjivan Financial Services Ltd
- ITC Limited
- Tata Motors
- HPCL etc.

I can work in job positions like:-

- **Human Resources (HR) Manager**-A human resources (HR) manager oversees policies, procedures and compliance relating to employees for their organization. They ensure all human resources activities are in compliance with local, state and federal laws, as well as implement and oversee programs related to employee benefits and initiatives.
- **Marketing Manager**-A marketing manager is a person within a company who supervises and helps create the various advertising or merchandising sales campaigns the business uses to sell itself and its products. A marketing manager can be assigned to a single product, a product line, a brand, or the entire company.
- **Business Development Manager**-Business development managers are responsible for managing expectations and developing business solutions for their organizations. They are in charge of creating effective business plans to generate more revenue, increase brand loyalty, and improve customer satisfaction.
- **Operations Manager**-Operations managers oversee their organization's production of goods and/or services. They oversee various departments, such as purchasing, warehousing, and manufacturing. They must make sure that their company's products meet or exceed clients' or customers' expectation. They must make sure that their company's operations run smoothly and effectively. They oversee budgets.
- **Financial Analyst**- Corporations and businesses typically have a responsibility to shareholders and owners to use earned income in a way that builds company wealth. A financial analyst carefully studies marketplace trends, demographics and microeconomic factors to help the company make smart investments.

After completion of my proposed program I will be equipped with knowledge, skills and experience, required for a successful career in Financial Services, Commercial Banking, International Banking, Insurance Services, Manufacturing Services, Government Services etc.

As per well known sites like Payscale, Naukri.com, Quora etc the salary for an MBA graduate in India ranges from 4 lacs to 19 Lacs depending upon university and individual.

<http://www.naukrihub.com/salary-in-india/mba-finance.html>

<https://www.quora.com/What-is-the-average-salary-of-an-MBA-graduate-in-India>

<http://www.indiaeducation.net/management/job-after-mba.aspx>

[https://www.payscale.com/research/IN/Degree=Master_of_Business_Administration_\(MBA\)/Salary](https://www.payscale.com/research/IN/Degree=Master_of_Business_Administration_(MBA)/Salary)

On an average starting salary of an MBA fresher is 6, 87, 000 INR. I will be returning back to India, by the virtue of my international qualification and experience I would be better placed than my Indian counterparts and will be getting better job positions and salary package and get the salary package of around INR 8-10 LAKHS.

TIES WITH HOME COUNTRY:

I will return back to India and serve my nation as a whole. Being the only child of my parents, I am aware of my responsibility towards my parents who are inching closer to their old age and would like to find a job related to my course in India. Since my father spent all his life in Uttar Pradesh and all our relatives' lives here, he is reluctant to move elsewhere and being only child of my parents it's my moral duty to take care of them in their old age. But at the same time I don't want my professional career to get hampered. To strike a balance between these aspects I would prefer to work in India. I would really like to contribute to enhancing the condition of my nation. I am sure the recent growth in my country's economy will open new avenues for me.

LIVING ARRANGEMENTS: I do not have any friend or relative in Australia so after reaching Australia; at the very first I will stay in hostel. I checked for the options on <https://flatmates.com.au/student-accommodation> and found that I could get economical accommodation option starting from 250 AUD/ week. After that I am sure that I will have friends in my class and university from different countries and background. Then I intend to shift to a shared apartment with them. By this way I will get Multi cultural exposure which will help me in my professional life as well.

My Student Visa Conditions:

I know for studying in Australia I must be aware and abide my various visa conditions throughout my study period. I have gone through them all on government website mentioned below. My Father is providing me full financial support to pursue my master degree in Australia. With sound financial background, I would like to assure you that I have all adequate means to support my studies tuition cost, living cost and travel expenses fully.

<https://www.homeaffairs.gov.au/trav/stud/more/visa-conditions/visa-conditions-students>

❑ I must not be involved in activities that are disruptive to, or in violence threaten harm to, the Australian community or a group within the Australian community.

❑ I must remain enrolled in a registered course for which I was granted a visa.

❑ I must maintain satisfactory attendance in my course and course progress for each study period as required by my education provider.

❑ I cannot work more than 40 hours per fortnight when your course is in session.

❑ I cannot start paid work until you have started your course in Australia.

❑ I must maintain adequate arrangements for health insurance during my stay in Australia.

❑ I must continue to satisfy the requirements for grant of your student visa & many other conditions.

I assure that I have read & understood all the visa conditions and request you to process for further admission formalities.

DECLARATION:

I would like to assure you that I can meet all the required expenses including study cost, living cost and travel cost without being a burden on the public welfare arrangements of Australia which is primarily for the purpose of Australian Public. My only motive is to gain quality education to develop my career outcomes.

Thanks & Regards

GURNEK SINGH