**STATEMENT OF PURPOSE**

**Dear Sir/Madam,**

I, **Ratan Preet Singh** from Kheri, Uttar Pradesh, India with **Passport no V0405888**, take immense pleasure in introducing myself and brief you about my background and my career aspirations in India. After completing my senior secondary, I started searching for best educational provider and a best suitable program worldwide for me with which I could have a bright future, after lot of research I opted **Bachelor of Business (Event Management)** from **Torrens University, Australia** because I believe that Australia’s degree will help me to stand in the competition of Indian market.

**ACADEMIC BACKGROUND:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Level Of Education** | **Year Of Passing** | **Duration** | **Board Institution Name** |
| Senior school certificate examination | 2020 | 2 years | Green Field Academy Lakhimpur Kheri Affiliated with Central Board of Secondary Education |
| Secondary school examination | 2018 | 2 years | Green Field Academy Lakhimpur Kheri Affiliated with Central Board of Secondary Education |

Just after completing my 12th I started preparing for IELTS. I wrote IELTS exam on 16th Jan 2021 and scored overall 6.0 Band. Simultaneously, I did a thorough research on the internet to look for the best options for my higher studies. It took me few days and then I started collecting all the required documents needed for student’s VISA filing. After all the researches done, I applied at Torrens University.

**FAMILY BACKGROUND:**

My father’s name is Mr. Dalvinder Singh. He is a businessman running a small business. My mother’s name is Mrs Rajvinder Kaur. She is a housewife and looks after the household chores. They are very curious to provide me the best education and eager to spend their savings.

**Study Options Available in India:**

I also have the option to opt Bachelor of Business as it is almost equivalent to my selected programme but getting admission to the top colleges in India is very difficult for students who have scored anything less than 90% because of high cut offs and competition. Professional qualifications have very high cut offs these days in leading universities like Christ University, Bengaluru, Guru Gobind Singh Indraprastha University, Delhi, Symbiosis International University, Pune, Indian Institute of Management (IIM), Indore, Chandigarh University etc. The education system in India is indeed commendable, but as compared to other countries higher education is stifled with flaws as compared to other countries of the world.

I believe **“clear understanding of the problem itself is half of its solution and remaining is just applying the fundamentals.”** Through my small experience I realized that like any subject, business too has its set of fundamentals and a formal course is must to understand these. Motivated by my own beliefs, I decided to learn business management but only and only from an internationally recognized college or university because of several reasons.

**Firstly**, when I started searching universities I recognized that getting admission in top colleges in India is very tough b**e**cause of cutthroat competition and high cut off marks.

**Secondly**, in India our education focuses more on theory not practical. There are not many assignments to develop skills like working in teams, leadership, and communication skills. For example, in Indian schools when a child is taught how a tree grows they are just told that a seed is sowed and it turns into plant. On the other hand, I learnt that in countries like Australia, child is not only told but also made to experience by sowing a seed by his own hands, watering it regularly and observing the growth in plant.

**Thirdly**, 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. Last but not the least 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.

**Benefits of Study Abroad:**

[**https://www.quora.com/Is-studying-abroad-better-than-studying-in-India-1**](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:**

Australia is known for its regarded Education System and it is viewed as the third most favoured goal for advanced education. Billions of dollars are contributed by the Australian Government to enhance the Education System. A huge number of hopeful people decide on Australian colleges consistently to be a piece of the broad instruction framework given in 2017, the number of worldwide understudies considering in Australia achieved another record of 583,243. Past instruction, understudies additionally look for a decent parity of public activity and concentrates in remote nations. Australia offers this in spades, and alongside a global instruction, it will likewise make me a more certain individual, ready to manage an assortment of circumstances effortlessly.

I found out that Australian programs are internationally recognized and very highly regarded across the globe as International student’s courses and fees are protected by the government through **CRICOS** and **ESOS Act** and all the qualifications fall under the **Australian Qualification Framework (AQF)**. Australia has a reputation for adopting new technologies at a faster rate than in most other countries and enters the new millennium with one of the highest rates of internet access in the world. Facilities for teaching, training, and research are world-class in terms of state-of-the-art laboratories and classrooms, outstanding libraries and modern technology. In some countries, Australia is the first choice of study destination. Australia offers an educational experience that makes a real difference.

Australian Universities provide greater opportunities to International Students. The safety concern was an important concern and during my research, I found that Australia warmly welcomes International Students and in regards to safety, it is the only country that has **CONSUMER PROTECTION ACT** for International Students.

**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 is 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.

**WHY THIS UNIVERSITY**

When I started researching about Australian universities and colleges providing Bachelor of Business course, I came across with many thoughts in my mind. I then thought to do Internet research related with the same so that I can find the best Australian education provider and came across the website links of many Australian Universities. I also found the option of several colleges from where I can enroll for Bachelor of Business course like Alphacrucis college, Martin college, Asia pacific International college , Wentworth Institute , Kent Institute , Kaplan Business School etc. I went through the official websites of several universities in Australia like RMIT, Bond University, University of South Australia, CQ University etc. I realize that this program is offered by almost all the universities. For example per year fees with these universities are RMIT- AUD 34,560, Bond University - AUD 40,080, CQ University AUD 28,740, University of South Australia-AUD 32,600. My father alone would be sponsoring my education through his hard earned savings. Though he can afford any fee but I personally was concerned whether incentives I can expect once I am back in India after studies, would be proportionate to investment. Thankfully Torrens is one of those rare options offering fee of my expectation, 23,900 AUD per year.

Design of Bachelor of Business with is the first reason which attracted me a lot to select this Torrens University as the structure of this course delivered by Torrens University meets my criteria. I found details about the design of my course through the Website of Torrens University: <https://www.torrens.edu.au/courses/business/bachelor-business-event-management>

I realized through the details of this course that this course is entirely Business industry focused and will develop my expertise in the Business industry which will develop my ability to undertake wide range of Business linked activities .

I also read that Torrens University is a part of Laureatte International Network, which includes more than 70 Universities and colleges from all over the world. I read that this network of students will give me the opportunity to utilize the network of over 1,000,000 students from all over the world – which includes more than 100,000 online students. I will enhance ample of my skills while I getting the opportunity to study in such an environment.

I even went through the Face book page of Torrens University and got attracted further after I went through this Facebook page (<https://www.facebook.com/TorrensUni/> )Through the Face book page of Torrens University as well as its website, I read about the availability of culturally diverse environment at Torrens University which will prove beneficial for my future as I will gain ample of skills due to this Multi-cultural environment available at this University. It provides several platforms to students to gain the real time exposure. Torrens 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 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.

As it was very important for me to find out about the feedback of existing students of this University, I became familiar with such positive stories of students and I got lot more motivated about my choice. I read such reviews on many websites such as <https://universityreviews.com.au/students/sa/torrens/> and many other websites as well as Facebook page of Torrens University, I got lot more satisfied. On the Website of Torrens University, I also read that Torrens University assures to provide small class size which is very important as students can communicate directly with their tutors .Hence, I Will gain a lot through limited class size at Torrens University, which is obviously a huge advantage.

**WHY THIS COURSE**

I am a commerce student and I have studied Accounting, Economics, and Business Studies during my senior secondary education. I found these subjects more practical as I can relate these in day to day life. Having a graduate degree in Commerce, Business and Accounting are two related obvious choices for further studies and I choose Business for myself. As I want to study bachelor of business, I also spent time in finding out the details of this course available on the website of this university <https://www.torrens.edu.au/courses/business/bachelor-business-event-management>.

The manner in which we assemble to celebrate, investigate and examine is changing. In the present global society, event management is about more than bookings and budgets. We're expanding into new physical and advanced world, breaking down barriers and expanding inclusion, variety and sympathy. With Torrens Bachelor of Business (Event Management), I'll get familiar with the abilities you need to convey effective occasions and be prepared to discover innovative solutions for any challenges. Plus, I'll have a foundation in business - so I'll be a flexible, multi skilled graduate.

This multidisciplinary course will furnish me with a strong grounding in business, then help me to build specialist expertise in event management and marketing. With subjects dedicated to digital business, trends in modern business and business analytics, I'll build a highly sought-after skill set that prepares me for the advancing events space. With direction from industry specialists working in the field and furthermore teaching, I'll graduate with a practical understanding of the real-world event industry and networks. I'll learn:

* Event planning and management
* Understand every aspect of delivering events, including coordination and project management, and study the unique factors engaged with planning sustainable community events.
* Digital business
* Explore how businesses are growing new operating models for the digital economy and build up the abilities to plan innovative digital solutions.
* Consumer behaviour
* Analyse the factors influencing the consumer decision-making process and learn to consider how consumer behaviour shapes the development of marketing strategies.
* Accounting and finance

Find how to arrange and interpret budgets and financial statements and make strategic business planning choices. This course will help me learn how to bring thoughts to life; spending time coming up with creative themes and formats, and liaising with clients to guarantee their expectation for a perfect event matches my abilities. I will learn about marketing & public relations, event policy, strategy, logistics and risk, consumer behaviour, applied finance and business law. As a part of this degree I will also gain industry skills in project, strategic and event management and gives me the choice to specialise in hospitality, tourism, marketing, public relations and advertising.

**COURSE STRUCTURE:**

I found that the course modules which I will study focus entirely on the needs of Business industry and includes Industry oriented course modules. The Bachelor of Business (Event Management) consists of 8 subjects (10 credit points each) per year. Students can fast track the completion of the degree by taking 4 subjects (40 credit points) per trimester over six trimesters.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| **CORE UNITS** | * Business Communications * Customer Experience Management * Understanding People And Organisations * Marketing Fundamentals | * The Business Environnent * Accounting For Décision Making | * Ethics And Sustainability * Organisational Creativity And Innovation |
| **SPECIAL UNITS** | Events Concepts And Design | * Event Venue Management * Event Management And Operations * Evt202a - Creative Thinking And Innovation | Specialisation (Core) Units   * Industry Consulting Project * Events Consulting Project * Events Policy And Strategy |
| **ELECTIVE UNITS** | * Human Resource Management * Introduction To Pr Writing * Consumer Behaviour * Integrated Marketing Communications * Spo102 Sports Marketing * Introduction To Sport Management * Understanding Public Relations | * Business-2-Business Marketing * Sports Events * Wedding Planning * Digital Marketing Communications * Marketing And Audience Research * Managing Sport Facilities * Managing Teams * Sports Law * Corporate Communications * Advanced Pr Writing * Content Creation For Social Media * Project Management | * Mgt604 Strategic Management * Marketing Strategy * Health And Advocacy Strategies * International Public Relations |

On the whole, studying such Business Industry oriented course units like International Marekting, Project Management etc will prepare me for the Buisness world as all of these units are Business industry connected and will therefore develop my ability to achieve my career goal. All of these course modules are entirely linked with the needs of Business Industry and therefore I will gain the employability skills which are required to become successful in this Industry, Considering the needs of modern era of globalization.

**SKILLS I WILL GET FROM THIS COURSE** :

* An understanding of how organizations operate
* Strong communication skills
* Analytical and critical thinking
* Problem solving
* Decision making
* Logical thinking
* Presentation and report writing skills

# Why not any other country?

I searched for many countries which are famous as international student destination. I have gone through various official websites for the details like, [www.canada.ca,](http://www.canada.ca/)[www.usa.gov,](http://www.usa.gov/)[www.studyinaustralia.gov.au,](http://www.studyinaustralia.gov.au/) I got a lot of helpful information from these websites. Some of the options available in other countries are as below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| S.No | University/College | Course Offered | Fees | The World Ranking | Country |
| 1. | George Washington University | Bachelor of Business Administration | $56,845.00 (40,61,092) per year | 198 | USA |
| 2. | Florida International University | Bachelor of Business Administration | $18,566.00 (13,26,383) per year | 501 | USA |
| 3. | Massey University | Bachelor of Business | NZ$29,370.00 (13,79,574) per year | 501 | New Zealand |
| 4. | University of Guelph-Humber | Honours Bachelor of Business Administration | CAD$26,710.00 (14,49,784) per year | 451 | Canada |
| 5. | Lakehead University | Honours Bachelor of Business Commerce | CAD$27,000.00 (14,65,525) per year | 601 | Canada |
| 6. | The University of Waikato | Bachelor of Business majoring in Accounting | NZ$29,380.00 (13,80,043) per year | 501 | New Zealand |

**Why Australia?**

Thus, my aim became clear to continue my further studies from abroad. Regarding it, I started different researches and counseling from various institutes. I even consulted many experienced students who were continuing their studies from countries like Canada, Australia, USA and many more. By contacting and researching, I gained a lot of knowledge and appropriate advice to follow my dream.

**Why not other English Speaking Countries?**

Before choosing Australia, I researched about the countries like**,** New Zealand, USA, Canada , Singapore, Ireland as well as European nations such as Sweden, Denmark, Norway, Switzerland, Italy, Spain, Latvia, Finland to be aware about from where I could continue my higher studies. But when I started comparing the countries, I got a lot of information and was able to choose the best one for me.

**Why not Canada and USA?**

Degree course offered by its colleges and universities is of 4 years whereas in Australia I will only be required to study for three years in order to complete my course. Hence, it really feels irrelevant to waste an entire year for the same course. In addition the weather of Canada is almost freezing throughout the year

**Why not the European nations?**

These countries are non-English speaking countries but my preference has always been English speaking countries as I am more familiar with English language. Thus, I had to drop my idea for studying in European countries.

**Why not Ireland?**

Climatic Conditions of Ireland is the reason due to which I am not opting for the colleges here. I even read from various website that Ireland was ranked third worst place to live in Europe due to its weather conditions.

**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.

**CAREER OUTCOMES:**

My plan is to return back to my country India after the completion of my Bachelor of Business course from Australia and consider employment options within the Business industry.

There are a plenty of jobs in the event management industry. In spite of the slowdown in the global economy, the event management industry has developed significantly as there are plenty of events happening every day around the world. Therefore, there is no dearth of jobs for event managers. The job of an event manager is very interesting as they get to meet a wide range of people, from clients to guests, speakers to consultants which make you rich in terms of exposure and knowledge. One can become successful with their organising, team leading and creativity skills. It’s a profession where it is relatively easy to start your own business as compared to others.

Hence top employers in India are looking for a graduate with an international degree and exposure by which they can equip their skills to the business, so Australian degrees are well paid, recognized and respected in my home country. After concluding my Bachelor's degree from Torrens university, I will to return to India and then will be working in a reputed Multinational company. Through detail research on various job portals like ;

<https://www.payscale.com/research/AU/Degree=Bachelor_of_Business_(BB)%2C_Event_Management/Salary>

<https://www.collegedekho.com/careers/event-manager>

<https://www.indiaeducation.net/careercenter/management/event-management/>

<https://www.naukri.com/>

### Event Management Top Recruiters

Some popular firms/ companies that hire event management graduates are as listed below:

* 360 degrees
* Percept D Mark
* Wizcraft International Entertainment Pvt Ltd
* DNA Networks Pvt Ltd.
* Cineyug Entertainment
* Cox and King
* Sita Conferences
* E-Factor
* Sercon
* Tafcon Group
* TCI Consultancy Services and 'e' Events
* Fountainhead Transmedia

Whether the career is concerned, I can start my career as a:

* Event Manager
* Event Coordinator
* Event Project Manager
* Promotions Manager
* Event Executive
* [Industry Relations Manager](http://www.torrens.edu.au/your-career/hospitality-careers#revenue-manager)
* **Logistics Manager**

with a handsome **salary package of 6-7 Lakhs (INR.) annually.** Since I believe I will have adequate knowledge and skill so I will be able to grow in the organization over the years.

**My Circumstances and Personal Ties that would Persuade me to return to India:**

**Personal incentives-** I am the single child of my parents. In India, elders are taken care by their children only as still there is handful of old age care houses compared to its population. These old age care centers are not handled by professional as that in Australia. Further our social system is in such a way that it does not promote old age houses. It is my responsibility to take care of my parents and this stint to study abroad is my father's dream and personally for me is to build my skills and profile to find a job with the competitive business industry back in India and to settle down with my family.

**Financial incentives-**My parents have assets and properties in India and hence I have no reason to stay in Australia and I will sure go back to India with Australian qualification and experience to lead a better life back in India and taking care of the property inherited from parents.

**Occupational incentives**- Business industry in India is growing at an unprecedented rate with the companies diversifying their offerings and showcasing their leading ideas to improve the conditions of Businesses. Many of the world known MNCs are either having their offices in India or opening up. These MNCs are offering salary package as per the international market standards. Clubbed with International exposure I will be able to get good salary package.

**Financial Capacity**

My parents are having enough fund and they will sponsor me for my education and my living expenses during my stay in Australia.

**Immigration History:**

I neither have any immigration history nor do I have any visa refusal or cancellation.

**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.

**VISA OBLIGATIONS SUB CLASS 500**

While as a student in Australia I am supposed to abide by certain visa obligations which are as under:-

* I have to maintain my overseas health cover.
* I am not supposed to indulge in any sort criminal activity.
* I am not supposed to work more than 40 hours per fortnight.
* I must fulfil my attendance criteria, and other academic requirements.
* I must notify university about my address within a week of my arrival.
* I must notify university about any change in address immediately.

The information provided above is true and correct and nothing has been concealed and I’m fully aware about various visa conditions and I’m responsible for any outcome of my visa application. I look forward to embark on new educational experience in Australia, which will help me to explore my full potential. I also confirm that all the factors covered under **MINISTERIAL DIRECTIVE 69** have been addressed in my statement of purpose.

Thanks and Regards,

**RATAN PREET SINGH**