**Statement of Purpose**

**Introduction:**

I feel euphoric to have the opportunity of making my dream of studying abroad. I would like to introduce myself as **Virendra Singh**, from Lakhimpur Kheri, Uttar Pradesh. I live in a nuclear family with my father Mr. Resham Singh who is self-employed and my mother Mrs. Balvinder Kaur who is a homemaker. I do not have any siblings.

I wish to study MSc International Business Management at the University of Derby. I always aspired to pursue my higher education from a renowned University. I went through the internet and attended many education seminars and found out about education from overseas. I started a vivid research and amongst many Universities I chose the University of Derby.

**Academic Background:**

I completed High School in the year 2014 from S V M Inter College Sitarganj and Intermediate in the year 2016 from the same affiliated by Board of School Education Uttarakhand and then Bachelor of Commerce from Chhatrapati Shahu Ji Maharaj University in 2019 respectively.

**Why not India?**

I could apply in India for my advance course but mainly to gain international exposure I chose to study abroad. In India there are lots of colleges to study courses related to International Busiess, like Punjab University, Galgotias University, Narula Institute of Technology, Indian Institute of Technology, University of Delhi. Another problem is that the universities and colleges focus on theoretical approach of the education, they do not focus on practical aspect of studies. That is why students lag when they are required to work in the fields. Another problem we face here is less availability of the seats. The tuition fees in top private colleges in India, is almost like the foreign countries. So, I decided to study abroad to gain a better future.

**Why UK?**

I was in dilemma whether it is better to study in India or abroad. On one hand, I have the comfort of living and studying in own native country. On the other hand, international degree, global exposure, excellent research opportunities & the associated career benefits are attracting me for foreign master’s degree. After all my research and considering all pros and cons, I decided to study from abroad. Though the same course is offered by many universities in my country, but the way of teaching here is more theoretical. Education system in UK is different as the coursework is designed around projects and technical aspects of the subject taken. I feel that I would be fit better in this education system rather than the in India.

In UK, education is taken as a learning process. The focus is given on practical based learning. Here curriculum changes every year according to the requirements of Industry. That is why UK has many out of Hundred Top 100 Universities with the government investment on international scholarships. UK has 30 best cities in the world for students based on student mix, affordability, quality of life and employer activity. UK Universities/Colleges have smaller classrooms which enable students to make an interactive study environment with their teachers UK also offers a diverse range of study options for international students, multi languages and highly educated culture, provides variety of courses and career opportunities to domestic and international students. UK qualification and institutions are recognized globally for their high quality and excellence. While studying in UK I would be a part of a friendly and multi-cultural environment.

Another reason to choose UK is, in my country UK education has strong reputation for its excellence and its promises to give quality education which is required to form a strong foundation for success. Other than above facts, I desire global exposure and multi-culture environment to be integral part of my course which I could have missed in my country. Living and studying in UK can be very rewarding and puts one at the centre of great social , cultural and educational opportunities , this great country caters for a wide variety of different tastes, styles, fashions, cultures and communities, and offers an enormous range of sights and historical buildings which are some of the most enjoyable things to see and experience. The countryside is beautiful with many opportunities for outdoor pursuits. Moreover, with further research, I found out that there are additional factors which put in a lot of value to my decision in selecting UK as my study destination. Those factors are:

* **Education:** UK has a very fine and flexible education system. There are so many colleges and universities in UK which facilitate students to choose their college or university according to their own desire. The flexibility of the education system allows student to choose their desire course and they can change their course after a certain point of time if they wish to switch to other course.
* **Innovation:** With the advent of twenty first century, technology has leaped to a level which was unimaginable even five decades ago and we all know that UK has a stature for adopting new innovations at a faster rate than any other nation and it 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 classrooms as well as in modern technology.
* **Affordability:** UK is a country which is affordable to all class of people. People can survive easily here. Students who choose UK for their further study can get satisfaction with the reasonable education system where they can afford their desire college or university and this feature of UK is beneficial for students to be stand on their own feet and bear their own expenses.

**Why this University?**

The University of Derby (in the past Derby College of Art and Technology or basically Derby College) is a public university in the city of Derby, England. It follows its history back to the establishment of the Derby Diocesan Institution for the Training of Schoolmistresses in 1851. It gained university status in 1992.The university is in the heart of England in the city of Derby. It has invested around GBP 200 million in the last ten years, on offices and learning centres.

The university provides over 300 study programmes at undergraduate level. Undergraduate programmes as well as short courses, foundation degrees and postgraduate degrees cover most academic disciplines and sub-disciplines. Presently the university is home to around 34,000 students in all areas of study.

The University of Derby has been ranked in the Top 30 in The Guardian University Guide 2019 which is a climb of 25 places. Derby is currently positioned 29th after jumping from 54th place out of 121 institutions making it the sixth most improved university in the country. The university is known worldwide for its excellent teaching, and therefore it has been honoured with the prestigious gold rating in the Teaching Excellence and Student Outcomes Framework (TEF). Students can choose from a range of courses at the university, which are some of the most comprehensive courses in the UK.

I found University of my choice as it has a wide range of choice of faculty, their qualified and experience teachers, peaceful environment, theory and practical education and their ways of manufacturing student career influence me. This is the only university which will provide my best career. Another reason for choosing this as my education provider is the affordable fee which exactly suits my financial range. The academic requirement and liable tuition fee has lured me more towards this University. At this University, I can be confident that I will have the opportunity to receive a first-class education with a focus on practical skills and professional relevance, giving me excellent prospects for employment and career development.

**Why the MSc International Business Management?**

In India every student thinks about which path to take for a bright career ahead. India is developing at a rapid pace as we saw with ISRO launching satellites recently. There are numerous options after completion of my higher education but I decided to go for higher studies in abroad. After lot of research and due to my personal interest in the business sector I chose to pursue MSc International Business Management, I firmly believe that education and services to others should be a lifelong enterprise and I feel strongly that I am in an excellent position to inspire others in the pursuit of their dreams over the long term.

I am looking for a course which will make me ready for the market as well as for a higher paid job. An MSc International Business Management program will provide me with the skills needed to understand the global market. This program provides an in-depth understanding of the organizational capabilities required for international operations, including specialized functions such as international [marketing](https://en.wikipedia.org/wiki/Marketing), [finance](https://en.wikipedia.org/wiki/Finance) and [human resource management](https://en.wikipedia.org/wiki/Human_resource_management). In this competitive business environment, there is high demand for imagination, innovation and uniqueness - and a developing interest for organizations to be marketed. This course will also give me the skills to set up my own business and learn how to develop and grow deliberately. As I investigate the basis of entrepreneurial action, I will additionally build up my business and management skills empowering me to recognize and respond to new opportunities. I can build up my own marketable strategy as an option for my last year research.

After going through the program contents I am confident this is the correct qualification for me to grow professionally in the future. Apart from this, I will learn how to improve my efficiency and productivity in accounting and finance roles. MSc International Business Management and their connected specializations will teach me a lot about everything that makes a company tick.

Studying, an MSc in International Business Management forces me to get out of my comfort zone. I'll encounter the latest trends, financial methods, apply the newest management techniques, and keep challenging myself. My proposed course will provide flexibility and professional development to help me prepare for a constantly changing local and global business workforce. I will develop a solid foundation in the field of finance. This course offers challenging, engaging, and valued real world experiences. Through a range of educational approaches and curriculum I will further develop intellectual, analytical, organisational, personal and interpersonal skills.

**Career plans:**

The scope of this course is diverse and offers great career opportunities. This program will prepare me to serve in the booming finance industry. The demand for individuals with expertise in this 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.

In India, I would like to work in companies like **American Express, Ujjivan Financial Services, E&Y, Google, IBM, AXIS Bank, HDFC Bank, Cactus Communications, SAP Labs, Apollo Munich Health Insurance Company Limited, Max Life Insurance Company Limited, Mahindra & Mahindra Financial Services Limited etc**. and work in job positions like:

* Marketing Analyst
* Sales Manager
* International Trader
* Financial Controller
* Business Development Manager
* Marketing Executive

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. 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 believe that it is my responsibility to take care of my parents. As I am the single child of my parents and also very much attached to my family, I will come back and would live close to my parents so that I can take care of them in their old age. My parents own properties here in India and I will also have to look for those financial matters as well. Recently, India has become the fifth largest economy of world. India is already established as financial hub of South Asia and increasing its pie globally. Many global giants are having their important offices in India. For example, both Microsoft and Google have their Development centres in India, making these their only development centre outside the USA. Mostly financial and commercial giants have their operational centres in Pune, Bengaluru, Hyderabad and NCR (Noida, Delhi, Gurugram). To strike a balance between these aspects I would prefer to work in India.

**Financial Capacity**

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

**Immigration History:**

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

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 application. I look forward to embarking on this new educational experience in UK, which will help me to explore my full potential.

Regards,

**Virendra Singh**