

Why do you want to study this course or subject?

In a world where the success of organisations is dependent on the latest technological innovations, I have been enthused by modern day, digital transformations; innovative transformations, such as that of Taxis to Uber and Blockbuster to Netflix. I have a long-standing interest for these advances in Information Technology and systems - which I desire to further at university. I have experienced first hand, the latest digital technological innovations, through the backing of exciting start-up companies on crowdfunding site KickStarter. This has provided me with an insight into the process of marketing, through weekly updates from start-up's and the successful delivery of the latest technological innovations; from smartwatches to 3D printers. It is this transforming industry which I dream of being a part of, and this course would prepare me for. I am eagerly looking forward to the opportunity to develop my experience and collaborate with others at university.

How have your qualifications and studies helped you to prepare for this course or subject?

I found applying my previous computer skills to a business scenario very interesting as part of GCSE ICT. I developed and implemented a professional data handling system using the principles of agile programming. In addition, I thoroughly enjoyed the application of IT systems, networking and artificial intelligence to an academic framework. I finished my school year by attending my school speech day, where I was awarded with the 2015 I.T. Student Award. I enjoyed the challenges of microeconomics at Sixth Form - I developed my background knowledge to business and marketing strategy, providing a foundation for innovation theory. The studying of Geography provided me with an understanding of the pace of technological innovation. It is this study that led me to reading 'Digital Disruption: next wave of Innovation'. I gained an appreciation of the 'digital disruptors' mindset and how innovation is important in gaining competitive advantage in industry. I feel that this may provide a vision into the future of information systems.

What else have you done to prepare outside of education, and why are these experiences useful?

Outside of classroom studies I took part in a computing club as part of my Bronze Duke of Edinburgh Award. I gained an understanding into the utilisation of computer systems. System development experience provides me with a fundamental appreciation for the scope for digital innovation within a commercial context. Other extra curricular activities which I am currently a part of includes the Target 2 Competition run by the Bank of England. This has involved working with other students to research and create a presentation regarding macroeconomic strategy to achieving the Bank of England's inflation target of 2%, with the potential to present to senior

members of the Bank. I enjoyed working with a team towards a common goal and the development of my public speaking skills. Although my interest in information technology has existed for a long time, the work experience at Aviva promoted my fascination for a course in digital technology and information systems. I used the experience to research how organisations and blue-chip firms such as Aviva use data systems with cloud integration to automate data handling processes for my GCSE IT Award. In addition, recent volunteering at my local charity, St Michael's Hospice, has allowed me to work within a team to help an important cause, where I have a role within the online sales department. This has allowed me to identify an enthusiasm for management and entrepreneurship within an organisation. I have enjoyed experimenting and learning about the latest technologies. For example, I have software tested the popular crowdsourced revision application: StudyBlue. I was frustrated by faults with the site whilst revising for my GCSEs. I used my time to submit error reports to the development team, which gave me an interesting perspective into online digital technologies. Consequently, I was rewarded with a subscription to their service. I hope to extend this experience with others at university.

Why do you want to study this course or subject?

Politics and History both trickle down into every aspect of one's life, and I think understanding ideology, government, society, and international relations through different perspectives and within both the past and the present is the key to having a more fulfilled outlook on the world around us. My love for politics really began to spark during the 2015 election with the rise of the milifandom and the involvement social media had on the election. Ever since, it seems the political world has never been more alight—Brexit, the rise of Trump, the death of Castro, an unforeseen snap election. The return of the left has also kept me enthused in politics; I am one of the many young people who have been inspired by Corbyn and encouraged to become a member of Labour and get involved. To look back on our past has never been as integral as now, as nuclear threats, genocides, and racial violence unravel on our TV screens. Studying history—particularly when it comes to the civil rights movement and causes of war and conflict—has always felt like it came with an extra sort of significance unlike other subjects. More recently, on the 70th anniversary of Pakistan's partition from India, I watched a BBC documentary on the experiences of those involved and am keen to explore the History of Asia and the Middle East where both my culture and religion are rooted.

How have your qualifications and studies helped you to prepare for this course or subject?

My interest in History and politics thrived when I was accepted into the Pembroke North Humanities Programme, which consisted of a summer school to Oxford and six seminars. I was introduced to readings and had to write an essay on inner Qur'anic chronology; this programme encapsulated the intense discussions and workload of a university student, which, whilst daunting, was also immensely enjoyable and rewarding. Likewise, I attended a pre-university global politics course at Manchester University, which was extremely enlightening and spurred on my interest to study international politics. My EPQ focuses on aspects of this as I am exploring how western beauty standards have affected women of colour, and how imperialism and a history of white supremacy have left a deep scar on our mindset. This also extends to my interest in the modern-day relationship between nations.

What else have you done to prepare outside of education, and why are these experiences useful?

I spent five months working for Human Appeal, a global charity that aids countries experiencing humanitarian crises; this experience was exceptionally valuable as it gave me a greater insight into the workings of international relations and the causes and consequences of war and conflict. I am keen to explore opposing views of political and historic events to widen my knowledge on an academic level. Additionally, journalists such as Owen Jones have enlightened

me on issues such as the class divide and the elite, especially when reading his book 'Chavs'; with the tragedy of Grenfell Tower and the worsening refugee crisis, these ideas have really resonated with me. I tend to keep up to date on international politics through both BBC News and Al Jazeera and try to get a broader view on current world affairs, since acknowledging differing viewpoints of events is crucial when studying History and Politics. Overall, I know my enthusiasm, drive, and appreciation of these subjects will be a valuable addition to your university.

Why do you want to study this course or subject?

The potential consequences of Britain's decision to leave the European Union has driven me towards understanding the impact it may have on businesses, particularly in the UK. In the run-up to the vote, it was often suggested that the effect of Brexit on small businesses in particular could prove to be significant, but I want to know why. Big businesses are often regarded as the driving force behind this country's economy, but I want to know how; this is what drives me towards studying Business and Management at university level. I'm keen to learn more about the corporate world, but I am even more determined to become a part of it. My long-term career plan is to establish my own business and I am confident that the knowledge I will gain from studying this course will enable me to fulfil this dream in the future.

How have your qualifications and studies helped you to prepare for this course or subject?

In hindsight, my choice of A-Levels provided me with a great blend of relevant knowledge that has fed my desire to study Business at a higher level. Sociology has provided me with a brief introduction into the importance of human capital as well as the dominance of capitalism. English Language has developed my ability to interpret comprehensive literature and communicate, both basic life skills which I can implement from essay-writing to the boardroom. Of course, Business Studies has been the main motive behind my interest in the topic. Witnessing the rise of social media has enabled me to learn about marketing techniques. Understanding the various types of legislation that businesses have to comply with has been fascinating. The two particular modules that have appealed to me have been Entrepreneurship and Legislation. The subject of mental health in business is something that I have been particularly fascinated with for a while and has become my topic of choice for my Extended Project at Sixth Form.

What else have you done to prepare outside of education, and why are these experiences useful?

Working as a Sales Assistant for the retailer Tiger enabled me to gain organisational skills and the ability to work in a team. I was engaged with my role, striving to help the business hit their forecasted targets every week. Working here has encouraged me to understand how retailers operate and the importance of delivering excellent customer service. Having a part-time job has been key in my ability to manage time effectively as revision for A-levels was my focus. This is a crucial skill that I know I will take with me to university, given the overlapping demands of various modules. Prior to my job at Tiger, I also held positions at two very different B2B firms. I hope that studying business will provide me with a great awareness of the various types of industries and sectors, so I can understand exactly the differences between business-to-business and business-to-consumer operations. Frequent jogging and playing

football socially are the main activities that I enjoy participating in outside of school. I believe that obtaining a fine balance between work and leisure is crucial for mental wellbeing. The fashion industry has caught the eye of me and friends in recent years. We are keen on understanding the latest trends, particularly when it comes to streetwear. My entrepreneurial side has also come into play here, where I have been known to buy and sell limited-edition apparel and trainers with the aid of social media. To make the most out of my love for business I would like to become an author for The Market Mogul, a website involving business and politics, after my first year of University; this would certainly strengthen my literacy skills. I am reminded just how important university is for career prospects. I'm fortunate enough to have chosen a subject to study that I have a genuine passion for however the crucial life lessons and responsibility of leading an independent life at university appeals to me just as much, for I am aware that no amount of education will prepare me for the real-life working world.