I choose to study international Business and advanced studies because of the uniqueness of the course.

Looking through the course module is exactly a replicate of what I do. Hence, it would be nice to get

some sort of academic backing to validate the experience that I have had and to update my skills with

the latest industry trends.

I relate with people every day as a Partnership Manager selling Franchise license to individuals and

corporate bodies. One of the modules - Enterprise development looks very fascinating and dynamic as it

provides students with an opportunity to develop their capabilities in recognizing, assessing and

planning a new Enterprise with a focus on the consequences of decision making in all aspects of

Enterprise development including marketing, sales and financial operations.

And as one who relates with people every day, this course would definitely help to broaden my abilities

in terms of decision making, marketing and sales in my everyday operations.

I choose to study at Ulster University because of the Teaching quality. Ulster University is recognized for

their teaching and research like most UK universities however; it has multiple campuses and is

affordable. Offering a flexible payment plan it has accessible transport routes with smaller class sizes for

matured students as myself.

I have chosen to study in the London campus as my program has the advanced practice option where I

intend to gain up to date industry experience and studying in the London Campus puts me at a good

advantage when it comes to work placements as it gives me the opportunity to get placed in any

multinational company within the vicinity.

The London campus is also equipped with modern classrooms, computer rooms ,a library and common

room as well as free WiFi, it also has a student hub building with computer labs, career service and

social spaces which makes learning comfortable in a very siren environment tailored towards matured

students as myself that have being out of formal education for a while.

I choose to study in the United Kingdom because it offers high quality Education. UK has a reputation for

world-class research.UK higher degrees and qualifications are recognized by employers and academics

worldwide. It’s also close to my home country Nigeria , and I would still feel close to my home and

family, also putting into consideration the time zone, I won’t feel they are far from me.

After graduation, I would love to work with some top companies offering exceptional Enterprise

solutions to their clients in Nigeria. My target is either KPMG or Delloitte etc

KPMG brings together experts in key segments across industries including financial services, consumer

market, infrastructure govt, health care, industrial market, technology, media and telecommunication.

The employer would want all these criteria in employing a potential employee, someone who has

knowledge in any of these would be a good fit.

The International Business and Advanced studies at Ulster’s University would enable me become more

employable because most of the criteria needed by the likes of KPMG Nigeria are part of what I would

be learning.(Enterprise Development)