

## Personal Statement

Being just as exciting as surfing, studying corporation finance will equip the learner with the capability to make contributing decisions for the company. Having witnessed various decisions in finance and investing made by my father, a businessman as well as the torchbearer for me in corporation finance, I was drawn into cooperation finance deeply. However, the occurrence of being on the verge of bankruptcy of my father's business in financial crisis in 2008 dawn upon me that in corporation finance area, the specialized knowledge and the international vision are as important as hands-on experience. Hence, it is my wish now to look into the near future to achieve my career goal to be the chief financial officer, with knowledge and experiences obtained through continuous learning of Investment and Financial Management in University of East Anglia, and integrating with people from different countries and cultures.

In order to realize my dream, I chose the major of Financial Management in Guangdong University of Technology. I then studied in Taiwan's National University of Kaohsiung as an exchange student. My undergraduate study which covered a wide range in academics including economics, accounting, finance, and cooperate finance courses, has laid a solid academic foundation on which to build a promising career. Micro-economics taught me how to achieve the most effective resource allocation and to look upon the social issue of the gap between the wealthy and the poor from the point view of an economist. Corporation Finance, another course being worthy of mentioning, illustrated comprehensively the funds movement in the corporation. I felt really delighted and inspired to interview the CFO in the quoted company Taiwan Bin Chuan Enterprise Co., LTD. From this practice, I learnt how CFO makes business decisions through financial model in real world. These courses, from which I was granted scholarship for several times, transferred me from a person with a keen interest in finance to a person who understands finance. To be honest, what I have obtained in undergraduate period is a general understanding of Finance, not specific enough, but they equipped me with essential knowledge and skills of being a qualified candidate for future study in this field and thereby become an elite financial practitioner and further CFO in future.

Being fully aware of the importance of the practice and experiences in financial management, with my perseverance and unremitting endeavor, I have taken an internship in an accounting office in Guangdong Province, where I was given full charge of checking original financial certificates for companies and taxation declarations. Through this experience, I observed how cash flow is demonstrated from accounting subjects. After that, I was given the opportunity to work for China's Construction Bank, further learning the systematic mechanisms of banking and helping to solve the problems in money order and currency exchanges. Involving in different types of work enables to show flexibility under different circumstances and teach me to react responsively and effectively in difficult conditions. As a result, these practical experiences immensely enhanced my interests in financial management,

which was most appreciated by my managers and brought me the precious chance of long-term internship in their companies.

Besides academic studies, I am also enthusiastic to join in on-campus and social activities, such as acting as the head in Technical Department in Vocational Practice and Development Association being responsible for planning of large-scale events and propaganda. The most impressive success was that we organized the employment seminar with more than 800 students attending. This activity got me to touch upon the work content of financial management in real job, and encounter with more unique perspectives in the aspects, such as making budget and cost control. Besides, I am also keen on manipulating. I have immersed myself heartily in reading the books referring to enterprise resource planning, which expanded my knowledge in financial software and establishing financial model through spreadsheet. Consequently, I was always ranked top in the operability course such as Financial Software Practice Training.

University of East Anglia attracts me most for the top academic atmosphere, high quality of teaching as well as the prosperous growth momentum. Besides, I also feel zealous for the fine course module in the MSc Investment and Financial Management. For instance, the compulsory course Corporate Financial Management would equip me with the most advanced financial analysis skills; the elective course Entrepreneurship and Small Business Management, which teaches entrepreneurs to make decisions through customs' behaviors, would provide me with knowledge and skills to analyze corporate finance with new perspective. These would greatly contribute to my short-term goal of being a business analysts in the internet companies, as well as the ultimate goal of growing into a qualified finance manager and future CFO. Further, I can also bring diversity to your department with my unique perspective and culture backgrounds. I would be grateful if you could take my application into favorable consideration. Thank you.