

My personal statement - International Business and Management

Information, communication and technologies, have premised economic globalization. The world I live in today is undergoing substantial and profound transformation. These developments of technologies and its effects on the business world has generated within me a profound interest in International business and management which I desire to explore more effectively. As aspiring dynamic manager that desire to function outside my domestic business environment, a degree in international business and management will equip me with a comprehensive understanding of relevant and current international issues, building up my skills in research, as well as develop my knowledge into the worldwide business environment.

Thus, my interest in International Business and Management stems from my quest for finding links between economic events that shape our business activities to know how to apply managerial theories to the real world of business. As a manager and leader aspiring to understand the complex interrelation between relevant business issues and to be able to contribute to relevant discussions leading to solving them, further study in the field of management of international business has become necessary element in my career development toolkit. Living and working in a developing country, like Nigeria, I have experienced the full influence and impact of various factors shaping the economic development of my country as it opens itself to the forces of globalization. I am eager to have therefore a deep and clear understanding of theories that underscores how business operates considering the dynamic socio-economic environment and how to lead and manage the challenges of global affairs.

When I studied the developed economics, and the management system that supports their businesses, in the recent past centuries, I began to see in these periods, how the systems that underpinned the international communities, in trade, politics are key to understanding the development stage my country is going through. As I examined the Industrial Age and the growth of global trade, I focused increasingly on economics, politics and leadership. I believe that the analytical tools of both fields are essential for a deep understanding of the current globalized world.

I am interested in analyzing external factors that shape business performance hence managers response to it. The understanding of these related events helps in developing quick business decisions in our globalized world of today that is highly interconnected. A postgraduate degree in international business and Management will compliments my background in communication, my current experience at work, and thus provide me with analytical and interpersonal skills, knowledge of international business, understanding of the world economy, and insight transforming such knowledge into business decisions necessary for my career aspirations.

I have been aspired a lot by the publications of Michael Porter, particularly, -diamond of National competitiveness, and fives forces of competition. I believe Porter's theory of national competitiveness embodied in his classical work-The Competitive Advantage of Nations, helps to explain the transnational corporations' activities in Africa, and Asia. Unlike the work of other scholars like Heckscher-Ohlin view, Porter based his theory of competitiveness on the causes of the productivity with which companies compete. Porter's thinking also goes beyond the works of Resource Based View, (RBV) scholars to show how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macro economic accounts of competitiveness are insufficient in the modern and globalized world. This view not only shaped my international business thinking, but also have helped me to understand the competitive position of my country Nigeria in global competition.

On an operations business to business level, using Porter's theory of five forces helped me understand my business better. I developed a 3-year business plan with the analysis performed on the external and internal forces of my business embodied in the five forces analysis model. In parallel Henry Mintzberg's impressive theories of management and organizational structure helped me understand that every decision that a manager in today's business environment makes is not influenced by the same thing. His theory and the work of other scholars helped me address many questions that have troubled me in the past including: Why does a film production group (Nollywood) leave its conglomerate company to start on its own? Why has many public hospitals and universities in Nigeria wither under government controls? In my inquiries I concluded that while these questions can be answered in many

ways, with lots of reasons; one reason stands out: some elements in the organization's design was ill suited to the task. Bureaucracies are perfect big organization for efficient mass production but not for adapting quickly to new situations and in a dynamic fast changing business environment. As with Henry Mintzberg's theories, many organizations fall close to one natural "configurations/structure," each a combination of certain elements of structure and situation. When managers and organizational designers try to mix and match the elements of different ones, they may emerge with a misfit that, like an ill-cut piece of clothing, won't wear very well. The key to organizational design, then, is consistency and coherence.

My current business position requires me to diversify and re-strategize in the business world. The interpersonal skill and tools for quick problem solving have become a critical success factor for business leaders today. As Russia battles with economic sanctions, and Ukraine strategists struggle to postulate the best post war strategies, businesses will boom or boost. The business leaders that have sound understanding of modern and proven best practices are better in position to situate their business ahead of the curve even as the world economies response to these calamities. I desire to use the knowledge and experience from this postgraduate study in International business and management to help my business grow. After reading "The rise of the robots: technology and the threat of mass unemployment" by Martin Ford, I was intrigued by Ford's belief that not even highly skilled jobs are safe from automation. I agree with that "creative destruction" is unlikely to hold as new industries are going to be capital-intensive.

University of Sunderland presents an unparalleled astute Postgraduate program designed to enhance my career prospects. Your international business and Management MSc programme offers a good balance of theoretical knowledge and practical application. It thus will provide me with the opportunity to draw on the talents of globally respected scholars and teachers whose expertise, combined with the breadth of the syllabus, will prepare me for new international career. Thus, my motivation to choose University of Sunderland is more than just for acquiring a degree. It rests on University of Sunderland's reputation for high standards in teaching, and scholarship excellence; it has so become a crucible for innovative

learning. I therefore, crave to be part of this inspiring and enthusiastic learning activities led by renowned academics, expert practitioners, and service users the university offers. Going by the University of Sunderland's high academic standard, and visibility, it attracts thus league of students across the globe with diverse experience, I am desirous to engage in such environments that promotes deeper learning activities across peers, which would result to profitable cross pollination of ideas and experience maturation.