

## Statement of purpose

I am \_\_\_\_\_ permanent resident of \_\_\_\_\_  
I am willing to apply for Management and Business Analytics course At Oxford Brookes University, oxford. which is one of the well-acclaimed educational institutions in UK, have been established since 1865.

My father, \_\_\_\_\_ has been a constant source of encouragement, particularly when it comes to making pivotal career decisions. My mother, \_\_\_\_\_ is a devoted homemaker. Together, they have always provided unwavering support for my academic pursuits. Given their stable financial standing, including their income and savings, my parents are well-positioned to cover the costs of my higher education and related expenses in the UK.

### **Study & Career Progression**

Looking back to my academics, I completed my Secondary School Certificate (S.S.C) with 65.83% in March-2017 and Higher Secondary Certificate (H.S.C) with 54.33% in March-2019 from Gujarat Secondary & Higher Secondary Education Board.

After completion of Computer engineering program in September 2023, I was in plight whether to pursue the master's program in India or abroad. Due to lack of education in my country I decided not to sacrifice with my education only on theoretical basis and to ameliorate my profile for better job prospects in organizations seeking candidates having management studies, I decided to study this course of Management and Business Analytics course At Oxford Brookes University, Oxford.

### **Why United Kingdom over India & other countries**

In today's world, many people try to relate the word "Oldest Education Hub" with UK, as it provides the best education system across the Globe. The reason why I have chosen the UK is due to its educational friendly atmosphere, high living standard and good safety & security. People of United Kingdom in total peace and harmony. It has a more diverse and vibrant culture than any other country, as people of all nationalities live here happily. Thus, I feel that the UK is the safest and best place for me to pursue my specific advance study in the field of management in Business analytics.

Also, the fees that a candidate pays in self-financed institutions is higher if compared with the quality of teaching and less industrial and practical exposure especially in the field of business analytics and paying comparatively similar amount of fees in pursuing the well-updated course dedicated to international business, allowing myself would be more fruitful as I will be able to study in the globally recognized institution especially the Master's degree from United Kingdom and also having multi-cultural exposure allowing me to develop myself in all aspects apart from studies which would not be possible if I will be pursuing my post-graduation in India.

## **Why Oxford Brookes University (management in Business analytics)**

After completion of Bachelor of computer engineering, apart from observing current trends in the field of banking operations and business process alongside analytics, I started to seek advises of experienced working professionals of Business Analytics & management. Also professors at my institute told me that, as in India every year lot of science students graduate and look out for jobs but due to lack of specialized skillset which they fail to acquire during their studies, they end up having jobs in start-ups where they get exploited as companies do not pay them proper wages even though in some cases a suitable candidate having proper skills or in worst cases they remain unemployed.

The reason why I only choose Oxford Brookes University for this course is that Management in business analytics, Entrepreneurship, Financial Management & Decision Making will allow me to learn and implement skills that would be inevitably required to gain valuable experience in corporate environment and further establishing my career with multinational organizations established in India as I was not able to get back in my home country as majority of subjects was of theoretical concepts. Also, it is in area which is neither expensive nor too far from the downtown, as well as other publicly funded institutes do have this course for international students, but Oxford Brookes University is offering this course at very affordable rate of tuition per year and that too with assurance of the confidence of pursuing the globally accepted studies which are implementable in real-life corporate environments.

## **Prospects after the Completion of Course in Native Country**

Regarding the prospects after the course, returning to my native country as India is becoming the Business analytics manager, data analytics manager over the last few years and I have definite plan to join with one of the renowned companies like Deloitte, IBM, Tata services etc for the first few years. Upon gaining valuable blended experience, I will have my doors open to join the widely present organizations in India namely Deloitte and Cognizant on the designations such as Sr. Business Analyst as these companies usually do prefer the candidates having core studies of communications along with expertise in international business and management. Not only I will be earning handsome remuneration but also with that I will be able to have my social life balanced under the roof of my parents as they would wish to see their daughter to be successful independently.

**Yours sincerely,**