

STATEMENT OF PURPOSE

Business success requires a breadth of knowledge and abilities of efficient management to survive in fierce global competition. The economic backbone of contemporary world is backed by business and creative management that can administer and conducts operations with strategic action in different functions. Since my interests and career visions evolve in the area of Business, I believe that my whole life is about a purpose and so should be each step in my life. Keeping that in mind, it is my desire to extend my knowledge to make my life productive, as learning leads to knowledge and knowledge leads to creativity.

I, Nithin M R have done Bachelor of Engineering degree in Electronics & Communication Engineering from Maharaja Institute of Technology Coimbatore; I look to graduate study to refine my knowledge and skills in my areas of interest. During my course period, I developed a special interest for digital marketing and I attended various seminars and lectures related to this subject. Digital Marketing for engineers acts as a perfect platform where these engineers can widen their horizon of imagination and creativity. After my graduation I also interned with a few established firms and funded start-ups. I have spent 3+ years as Digital Marketing Coordinator in various organizations. I believe it will also serve to give direction to my goal of a career as International Business Management at an academic, research-oriented organization. I intend to pursue a Master degree in order to reach that goal.

To pursue this goal, I hope to be able to complete an MSc International Business Management which will give me better understanding of global marketing techniques and business expansion strategies. It is also well-known fact that the world around is getting competitive day by day, I felt like a need of upgrade in my studying atmosphere. I look forward to interacting with students of different nationalities and diverse backgrounds, which will provide me with a deeper understanding of different cultures and mindsets and that too will enhance my interactions with people of all back grounds. A possible solution was international universities. For this I have considered many alternatives including leading international universities in India. But sadly, the education system in India is still following the conventional teaching and assessment method that is outdated in today's competitive business world. Apart from that, many other nations that accept international students for post-graduations were taken into considerations before concluding U.K as my final decisions for many reasons. First and foremost, a higher education qualification from United Kingdom is widely recognized and

accepted by employees and academicians worldwide. Also, it will greatly help me to build up my confidence communicating in English, as it is a powerful skill in hand. On a second thought, there are many other nations with the same reputation and opportunities. Then why U.K? Obviously, there are other reasons as well. As against post-graduation schemes in reputed nations like U.S. A, Canada, Australia the course here is of one year duration which saves my time, and keeps the cost of tuition fee and living expenses down. Additionally, the field of business and marketing is well-established in the UK, and as a result, it is a suitable setting for advanced training in this field. Studying in such an enriching country will, I feel, put me on the path to success.

After confirming U.K, the next big task before me was selecting a proper University, which was, at first, as seemed quite confusing to choose, until I was convinced by the University of Hertfordshire. The University of Hertfordshire is having a very good campus environment and high quality of teaching that has achieved the top gold ranking in the Government's Teaching Excellence Framework (TEF) 2018, also providing the highest safety and security inside the campus, which is most desirable for an international student. I have further contacted some alumni and they highly recommended the Hertfordshire University, for the students and academics are treated well in the university. Also, the course is quite relaxing, providing more time to allocate for social life, assignment, as well as final research. And talking about the research, specifically, with the prestigious master's program offered by University of Hertfordshire, I believe it will give me the knowledge training, practical experience, and access to resources to help me build my existing ability to handle situations and quick decision making.

The graduation intention was acquiring deep and intense knowledge in strategies that can be adopted in the field of international business. And MSc degrees are meant to shape and develop specific skills that will help me to advance whereas MSc is viewed as a general degree that provides a broad view of business. As international business is my focus, an MSc would reflect a better preparation for this endeavor enhancing to a better resume profile and business portfolio. Regarding international business studies, it will provide me knowledge about world cultures and societies, a treasured skill required by any businessman or employee to expand a business into worldwide sector, which can manage multiple markets. Thus, with this degree I can build a name in the global world of affairs.

As for my future plan, after completion of this master's program, I plan to return to India and apply my skills towards my career goal that is to open a business firm in India. MSc in International Business would place me in a perfect position to network with many companies to provide me with a pool of possible clientele, which leads directly to my career goal of opening my own firm.

With all these said, I'm looking forward to get my visa proposal accepted.

Yours's Sincerely

Nithin M R



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