

Businesses have been instrumental in building our modern way of living. The versatility and innovation of business quickly captured my attention when I started my first job, and my interest has only continued to grow. Having undertaken various work experience roles and achieved a 2.1 in my undergraduate degree, I intend to further my education through a Masters in International Business Management. My main interests lie in strategic management and marketing as I enjoy learning new methods for existing and succeeding in an increasingly globalised market.

I have always been a self-motivated worker who is not afraid of a challenge. I am particularly drawn to management and marketing roles as they are often fast paced environments, involving different tasks and decisions each day. They also allow for a healthy balance between both independent and group work, which I believe is vital to running a successful business with engaged staff.

My undergraduate work placement in an international marketing company enabled me to first-hand experience the fast-paced and efficient work style of successfully competing companies. I was also able to understand more about how to plan and manage a large staff force to make sure the business can perform and compete at optimum levels. Furthermore, last year I had a part-time job in a small local business which enabled me to learn and develop valuable skills in growth and future planning which are vital during the early stages of a young business.

In addition to my qualifications and work experience, I am a keen basketball player and often represent my club at the local leagues. Both my successes and failures in sporting competitions demonstrate my constant desire to improve and my determination to continue even in times of failure. I have also had the opportunity of being a team captain and coaching younger league games. Both roles allowed me to develop my leadership and strategy planning skills.

I am applying to your university because it offered the best array of modules for me to both improve my knowledge in my current interests and explore new areas of International Business Management I am less familiar with. I was also particularly impressed by the wide array of connections the department has that will guarantee each student an invaluable work experience opportunity. I believe that your university will be the best institution to take my education to the next level and enable me to compete effectively as a strong candidate after graduation.

I think that I will be an excellent fit for your department as I enjoy involving myself in extracurricular activities. I am therefore excited to apply for leadership roles in the some of the postgraduate clubs and organisations the department offers.

And, if the opportunity presents itself, I would be interested in creating and running my own project with my fellow peers.