



Sample Personal Statement for Business School

Businesses shape and empower the society whose part we all are. This I had realized long back when I saw the number of people gainfully employed by our family business. They were leading a satisfied and prosperous life. When our business started losing competitive edge to adversaries owing to non-adoption of modern technologies pre-emptively, I could clearly sense the desperation in workers whose income too suffered. It had dawned on me then that only motivated and well-groomed entrepreneurs can steer businesses successfully to survive the headwinds of constant change. After reflecting on my skills, I believe that the traits needed to lead, communicate, socially galvanize and formulate strategies for making a business flourish are latent in me. These will be optimally nurtured with a course in Business Management and Marketing from a renowned university like yours.

After completing my schooling, I sought admission in Bachelor of Business Administration to pursue studies of business principles and gain actionable insights. I have always tried to involve myself in sales and marketing segments whenever opportunities showed up. My involvement last year in the college organized young enterprise team event, where I took the role of marketing director challenged my potential and excited me. The insights gained in developing cutting-edge digital online marketing campaigns were the best takeaway.

To further pursue my interest, I have taken resort to further reading to learn more about the intricacies of the business world. 'Reality Check' by the Silicon Valley venture specialist, Guy Kawasaki was an eye-opener for me regarding the challenges faced by entrepreneurs. It was interesting to learn how eminent entrepreneurs had shown the gumption to overcome obstacles, which I am confident that I possess. I have recently managed to gain some valuable insight into business through a variety of work experience placements including internship at Maruti Udyog. I am also supporting my father to successfully run our traditional transportation business. One placement that notably stood out was working within the marketing and PR department at one of the world's largest air-conditioning manufacturers, Tata Hitachi. Within the marketing team, I was involved in managing their social media campaign, a relatively new venture for an industrial manufacturer. I also joined a sub-team organising a future client event. I had good time exploring how a company's marketing team functions with hands-on experience of social media promotion. For the PR team, I was made in charge of writing important press releases of recent projects. My creative writing skills had improved significantly.

The skills developed in my work experience are cross-referenced in my academic subjects. Engineering has empowered me to develop my critical thinking and given me the ability to think outside the box; a skill transferable into many business opportunities. Business studies has allowed me to study key aspects of business such as globalisation where industry has a key responsibility to mould the future. I have also advanced my IT and data analysis skills as I converted raw data into presentable results during internship. My favourite subject is Mathematics which has developed in me problem-solving skills; something I hope I can transfer into my degree course. Communication and assertiveness are key in a management role; speaking on topics including 'The Benefits of Sports Marketing' allowed me to develop my public speaking ability. I have played sport, most notably cricket, at a competitive level for over 10 years, representing both my club and school team up to a national level.

I have pinned my hopes on your university course for becoming a future business magnate. The advanced pedagogic nurturing of my skills over here would help me mature as a towering personality who can give new dimension to business management.