Business Management Personal Statement 5

I hail from a business family so my educational interest has always been towards business. From a very early age, I witnessed a great deal of discussion related to business and marketing. This has developed my interest for business. When I was still young, my elder sister started assisting my father in his business. She started discussing different marketing and business matters with me which further enhanced my interest in this field.

It is useful to explain how you first became interested in the subject you are intending to study, but be realistic. It is hard to believe you if you claim that you have ALWAYS been interested in something like business or economics. Also, it is important to be AS SPECIFIC AS POSSIBLE. If you became interested in your subject at 'an early age', then that is a strong statement that needs justifying. What specifically interested you so much?

I was always inclined towards the understanding of international business and economics so I chose business subjects for my A levels. While at school, I not only concentrated on my academic subjects but I also focused on extra curricular activities which included speech competitions and writing competitions. I was also an active member of my school library club. I also managed and arranged several functions which took place in my school. I made full use of my spare time by reading business related books and going to my father's office and assisting him.

It's important to describe the extra-curricular activities you have done, but you must describe how these activities have developed your character to make you a better student of your subject. For example, the phrase above "I also managed and arranged several functions which took place in my school." should be the topic sentence of this paragraph, and there should be a lot more details of both what these 'functions' are, how they were arranged and

managed and what was learnt by doing it.

I am a believer of pro-actively trying to make a difference to world poverty and even in the current climates of recession I strongly believe that the developed countries have a duty to developing countries today. Currently I have been donating money for an NGO is Pakistan (SOS) Children's Village Pakistan) which works for the orphan and abandoned children. The SOS Children's village provides these children home, good nurturing and a fair chance in life. I helped to raise money for the welfare of this NGO. I found this experience very rewarding as I know that however little my efforts may seen, they have surely provided at least one child a better life.

This is not a very good paragraph for two reasons. First, it affects cohesion. So far, the personal statement was telling the story of the student's development, whereas this paragraph is about something quite different. Secondly, while giving money to charity is a nice thing to do, it doesn't prove anything about the candidate's suitability for a course in business management.

After the completion of my A levels I have now realised that my knowledge is not sufficient enough to assist my father and it will be necessary for me to take a more advanced business program. I am keen to gain the essential skills to expand our business. Again, be specific. If your family is in business and you are planning to join them, what is their business? What will your job be? How do you intend to expand it? Today's business requires not just balancing the books; it is about the investment and the management of assets, people, opportunities and risk. This sentence is just a general, and rather obvious statement. Avoid making such statements in a personal statement. Everything must be about you and your suitability for your intended course.

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In order to fulfil my goals and in the pursuit to learn more, I have opted for the universities of the UK.I chose the UK for my further education because of the reputation of the university

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education system. Being the only English speaking- country in Europe also holds its attraction. So far, my experiences have confirmed that I have made the right decision.

It is a good idea to explain why you wanted to study in the UK, but saying that you came here because UK universities have a good reputation is rather a cliché. Again, be specific and explain what you claim. In this statement, the student writes that 'my experiences have confirmed that I have made the right decision.', but he/she doesn't say what those experiences are, or why they have confirmed his/her decision.'

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Apart from studying, I believe that university life would offer me the opportunity to interact with students and teachers from many different cultures and language backgrounds. Each individual will enable me to learn something positive. I, in turn, will be able to make a positive contribution to the university and its life.

Yet again, this student makes some positive statements, but doesn't give details. What does s/he expect to learn and what kind of contribution does s/he expect to make? Paragraphs like this could be used in ANYBODY'S personal statement as they are so general. If you give personal details, it will make your statement much more interesting to read and therefore stand out from the crowd.

Currently I am studying on the International Foundation Program at Queen Mary, University of London. After this, I plan to do a BA in Business and Marketing. I am confident that I will be successful in my academic studies and that when I return home I can put my talent to good use for the benefit of my father's business.

Comment [WEH1]: Make sure you spell programme in the British way.

As above. The student says s/he is studying on the IFP but does not say what they are learning. Finally, we still don't know what his/her father does for a living!