

# POSTGRADUATE PERSONAL STATEMENT EXAMPLE

## BUSINESS MANAGEMENT

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### Personal Statement Example: Business Management

Influenced by my father's work in the finance industry, I have always been surrounded by an extensive collection of business books, including *Principles of Economics*, *The Pyramid Principle* and *The Effective Manager*. It wasn't until I started reading them that I realised I had a knack for grasping business concepts. Consequently, after my College Entrance Examination, I unhesitatingly chose the major of International Economics and Trade. Many argue that international trade content is too broad and imprecise, but I am frequently pleased with my decision. I have gained a wide range of exposure to various business courses and have become more determined about my future direction in business management. I now hope to pursue an in-depth study of this sector as a graduate student of Business Management at Marshall University.

Specialising in International Economics and Trade has enabled me to immerse myself in numerous economics and business-related subjects such as Management, Project Management, Microeconomics, Political Economy, Marketing Planning, Industrial Economics and Financial Management. The range of organisational structure types and the time management matrices I encountered in the Management module intrigued me, influencing my entire undergraduate journey. One of the most valuable things I learned was how to group items according to their urgency and importance. I used that theory in my detailed study plan, significantly increasing my productivity. I've also realised that management is a discipline that teaches people how to efficiently deploy resources to maximise benefits rather than give direct instructions.

In Statistics, I gained a sound understanding of time series forecasting. Writing my economics essays, I made predictions about future trends based on existing data. I became skilled at adjusting my real-time investments through future analysis of specific industries in a particular province. Learning to apply regression analysis in Econometrics also allowed me to determine whether several sets of data were correlated, providing solid data support for my hypotheses. Equally, accomplishing the tasks related to project evaluation and review techniques in the Project Management module was another strong trigger that inspired me

to engage further with the potential and value of business management. I will continue to devote my academic enthusiasm and competencies to my future postgraduate studies.

In addition to classroom learning, I've actively participated in campus club activities. As the Microfilm Association's screenwriter assistant, I was responsible for script creation and coordinating the associated efforts of teams and members. Due to the heavy workload, tasks were shared by multiple people. Responsible for selecting video materials, I assigned shooting and post-production work to team members based on their strengths and abilities. I was glad to have acquired significant photography and editing skills, and I would be honoured to assist with your university's publicity work. A critical aspect of any successful business operation, I learned how to collaborate with others and applied communication and leadership skills to strengthen my network within the community whilst working towards a shared objective.

Knowledge starts with practice, and I've come to appreciate that the theoretical information gained from major courses is the most effective weapon in my professional practice. I took charge of strategic analysis during my internship at Slater Equity Investment Fund Management Co Ltd. I efficiently gathered financial statements from businesses in the industry over the last 3-5 years and integrated the data to support various company choices successfully. During this time, I sharpened my data analysis, data integration and business forecasting skills. Additionally, I honed my problem-solving capacity by coping with unexpected occurrences, such as a problematic discrepancy with a link, causing some data to be lost. To avert the company's loss, I quickly attempted to recover the data and actively contacted my supervisor to report the situation. This episode significantly impacted me, for it taught me the value of risk awareness and collaboration in business management, especially regarding organisational interests. That is also a vital concept that I wish to explore and enhance in my future studies. I am keen to master my general business and management knowledge and practical understanding of business ethics to broaden my perspective and develop critical and creative thinking.

As for my career prospects, I plan to challenge myself by engaging with a major financial company as an executive manager. I believe reading for this Master of Science in Business Management will facilitate my suitability for this kind of role. Marshall University, one of the most prestigious universities in the world, has been widely acknowledged for its diversified curriculum design and intense academic atmosphere. This makes your university the best choice for my pursuit of graduate studies. I sincerely hope you will offer me a precious place in this program. Thank you for your time.

