

# POSTGRADUATE PERSONAL STATEMENT EXAMPLE

## TECHNOLOGY ENTREPRENEURSHIP & INNOVATION

This is a real-life postgraduate personal statement example for **Technology Entrepreneurship & Innovation**.

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### Postgraduate Personal Statement Example: Technology Entrepreneurship & Innovation

As an undergraduate economics student, I have become increasingly fascinated by how my knowledge of macro and microeconomics, econometrics and international policy development can be applied to my growing interest in entrepreneurial technologies. Developing the new skills of creative product development, testing, data analysis and entrepreneurial vision in this course will complement this existing academic portfolio and mark a significant step in my professional development. Indeed, graduate study will give me the tools to identify profitable business opportunities, solve complex challenges and make decisive, strategic decisions. I aim to position myself as a future leader in the field of technological entrepreneurship, and I am confident that engaging with the courses, faculty and networks available at the Marshall School of Business will allow me to achieve this ambition.

To become a successful technology entrepreneur and innovator, I intend to step into a new field and gain real-world industry exposure. This will allow me to experience hands-on learning opportunities and observe the practicalities of hybrid leadership. Consequently, I am keen to benefit from the experiential stream offered within this MTEI program. The opportunity to work closely with various networks, investors and business partners is compelling: it is the most dynamic and actionable route to achieving a rich understanding of the opportunities and challenges inherent in this industry.

My undergraduate studies have prepared me for the academic demands of this master's degree while my internship experiences have given me a sound understanding of the demands of the workplace. For example, I deepened my research skills while writing a paper entitled "Factors Affecting Unemployment", in which I used macroeconomic variables as determinants of unemployment and undertook detailed statistical analysis using EViews. As a brand promoter for the Cirillo Group, I am currently learning how to conduct market research, analyze the behaviour of target audiences and develop social media campaigns to increase brand awareness and drive customer engagement.

I look forward to applying and advancing these skills in this MTEI course and integrating them with best industry practices. I am especially keen to apply my background in economics to the study of *Entrepreneurial Finance* and gain a deeper perspective on policy delivery, new venture finance and public fund-raising. Equally, I am keen to expand my knowledge of brand management through the advanced study of value creation and marketing metrics in the *Entrepreneurial Marketing* course. I

believe that this module's applied learning focus will complement the internship knowledge I will gain in the experiential stream. Developing a depth of knowledge regarding technological innovation is crucial, and the *Technology Strategy and Productivity* course, alongside the *Leading Technology Innovation and Change* module, will therefore be of significant benefit. Understanding best practices for technology adoption and emerging technologies assessment will allow me to make increasingly confident and profitable decisions. My high capacity for problem-solving, communication and developing networks will also develop my leadership potential.

As a Bangladeshi national born and raised in Saudi Arabia and currently studying in Malaysia, I value the opportunity to live and study in a multicultural environment and find Marshall's commitment to equality, diversity and multiculturalism inspiring. Being an ambitious young woman who has already achieved a range of successes, from a Dean's Award and tuition scholarships to results of distinction and holding offices within faculty and student union organisations, I recognise the challenges women face in business and technical innovation. I am delighted, therefore, at the focus placed on facilitating the entry of women into this industry and the practical legacy of Dr Lara Medrow's vision of reversing female under-representation.

To conclude, I am confident that I can contribute positively to the work of the faculty and be a valuable support to my peers. The Marshall School of Business produces the innovators and entrepreneurs of the future; I look forward to counting myself among them.

