

## **INTRODUCTION**

I would like to introduce myself. I am **Student Name**. I live in Ahmedabad, Gujarat, India. My educational qualification is I have completed my SSC in year 2014 from Gujarat Secondary and Higher Secondary Board and HSC in year 2016 also from Gujarat Secondary and Higher Secondary Board Gandhinagar. After that I have completed my Bachelors in commerce from Gujarat University in April 2014. After that I worked at Kotak Mahindra Bank for 4 months, after that I joined ICICI Bank and I am still working there as an Assistant Manager – customer Service officer. Recently I gave an English test named DUOLINGO in the month of October 2021 in which I scored overall 120 points.

## **WHY UK?**

One of the crucial reasons I chose the UK is that the degrees and qualifications from the UK are known around the entire globe as exceptional and world class. I know that the UK has the highest education rate just because of having highly qualified teachers with spectacular teaching skills, so under supervision of them I can easily broaden my horizon. The UK's universities achieve 5<sup>th</sup> rank in the whole world. The UK allows me to pursue professional courses along with my main course. The universities of UK are investigated daily to make sure that they sustained the high standard of teaching, learning and research set by the government of the UK. The cross-culture life in British higher education is outstanding. No wonder international students have always been a paramount presence in the UK, and the amounts are increasing regularly.

## **WHY THIS COURSE?**

The first and foremost reason to select this course that is Digital Business Management is because nowadays, every multinational company and high-profile agency needs a leader who has a digital awareness and who can gain a deep understanding of the challenges and trends facing global business. This course prepares you for a huge variety of business roles in a global context, whether you're interested in entrepreneurship, global innovation, corporate strategy, consultancy or multinational management. The main purpose of selecting Digital Business Management is that it builds our own business knowledge and it also helps to gain the international perspective. I have gone through the modules as well, and I found them pretty interesting and dragged my interest into this particular subject, this includes digital strategy and leadership, business analytics, customer experience management, digital transformation and others. As the countries from all over the

world are moving to a new arena of digital marketing, holding this degree would help me grab better opportunities and perks.

### **WHY THIS UNIVERSITY?**

The University of Portsmouth is aspiring, imaginative and embracing. The university is located in the vibrant in the city of Portsmouth, Hampshire, England. The University is a member of the University Alliance and The Channel Islands Universities Consortium. The University offers a range of disciplines, including Pharmacy, International Relations, Mechanical Engineering, Mathematics, Palaeontology, Criminology, and Criminal Justice. University of Portsmouth is ranked 501 in World University Rankings by Times Higher Education and has an overall score of 4.1 stars, according to student reviews on Study portals, the best place to find out how students rate their study and living experience at universities from all over the world. Off campus, they have developed facilities in partnership with other businesses and organisations – including the Southern Water treatment plant, the Harwell Science and Innovation Centre in Oxfordshire, and the European Synchrotron Radiation Facility (ESRF) in Grenoble, France. Their international profile, presence and reputation is growing all the time. In everything they do, they're developing a global mind-set, and getting a better understanding of how they work in a global environment.

### **FUTURE PLAN?**

After, completion of my studies, I am planning to return to India and I will apply what I will learn in this program for the benefits of the India within two years after Digital Business Management, I expect to have a very bright and developed and also a successful carrier that I can be proud of. I believe that my past would show my steady yet rapid progression through business world, and I am eager to continue that progression by enrolling in your Digital Business Management program. And after that I will join any multinational company in my home town with good position. Thank you for your time and consideration.

**Student Name**