

## **Statement of Purpose: BA (Hons) International Business Management**

### **Introduction**

The forces of globalisation have fundamentally reshaped how modern economies function, turning local markets into interconnected global networks. Growing up in Bangladesh, a nation currently experiencing rapid economic development and expanding export sectors, I have witnessed firsthand how participation in global trade can transform a developing economy. However, I have also observed that many local businesses struggle to compete internationally due to limited strategic planning and a lack of exposure to global business practices. My ambition is to bridge this gap by gaining a world-class education in International Business Management, enabling me to contribute to the global competitiveness of my home country.

### **Academic Background and Motivation**

My interest in the mechanics of trade and organisational strategy began during my higher secondary education, where I focused on business studies. I became fascinated by how multinational corporations adapt their operations across diverse cultural and economic landscapes. Through my initial studies, I developed a foundational understanding of marketing, management, and the influence of cross-border investments on economic growth.

I am particularly drawn to the BA (Hons) International Business Management at Oxford Brookes because it offers a deep dive into global strategy and cross-cultural management. I am eager to explore how businesses design competitive strategies while navigating complex regulatory and economic environments. My goal is to transition from theoretical understanding to practical, analytical thinking that can be applied in high-stakes business scenarios.

### **Practical Exposure and Skills**

Beyond the classroom, I have sought opportunities to observe business concepts in real-world settings. During a brief internship with a local firm, I assisted the marketing team with market research and consumer feedback analysis. This experience was pivotal; it taught me the importance of teamwork and problem-solving while highlighting how essential international perspectives are becoming for Bangladeshi companies looking to expand regionally.

I believe that undergraduate study is not just about academic acquisition but also about developing critical thinking and ethical leadership. I am prepared to engage in the rigorous case-based teaching and research-driven insights that UK universities are renowned for.

### **Why Oxford Brookes University and the UK?**

The United Kingdom is my primary choice for higher education due to its prestigious academic tradition and multicultural student environment. Oxford Brookes University, in particular, stands out for its commitment to combining academic rigour with practical application.

Studying in the vibrant, diverse city of Oxford will allow me to:

- **Develop a Global Perspective:** Interacting with faculty and peers from various cultural backgrounds is essential for a career in international business.

- **Enhance Communication:** Exposure to diverse viewpoints will strengthen my intercultural communication and leadership skills.
- **Collaborate Effectively:** Engaging in group projects with international peers will broaden my worldview and prepare me for global team environments.

### **Career Aspirations and Conclusion**

Upon completing my degree, I intend to return to Bangladesh to apply my international expertise in a professional capacity. My short-term goal is to work within an organisation focused on international trade or global market development, where I can improve strategic planning and cross-border collaboration. In the long term, I aspire to take on leadership roles that promote sustainable international partnerships and encourage knowledge transfer between Bangladeshi businesses and the global market.

I am confident that the BA (Hons) International Business Management at Oxford Brookes University will provide the ideal platform for my intellectual and professional growth. I am ready to embrace the challenges of this program and contribute positively to the university's diverse academic community.



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