

### **Statement of Purpose: Business**

My interest in business is largely the result of the influence of my father, who worked tirelessly throughout his life to start his own business. Growing up, I would often accompany him and watch him run this business, and I have always wanted to follow in his footsteps. In high school I devoted my time to learning the fundamentals of business and observing various case studies, and in college I acquired a more specialized understanding of business areas from accounting and finance to marketing, management, and human resource management. Now, in order to become the most successful and inspirational business leader I can be, I have decided to push myself further and apply to the prestigious MBA program at Exeter University.

From my undergraduate major of Business Administration, I have a broad foundation of knowledge related to your MBA Program. In courses such as Marketing, Principles of Management, Consumer Behavior, Macroeconomics and Finance, I deepened my understanding of both the theoretical side of business and practical approaches to management and marketing. Moreover, as I worked on case studies and mock marketing campaigns with classmates, I gained experience working on business projects in a team environment, which mirrors the actual business world in many ways. The fact that I ranked in the top 10% of my class gives me confidence as I move to more advanced graduate studies, and it convinces me that I am up to the challenge of studying at Exeter.

Many of my most formative and instructive experiences came outside of the classroom altogether. For example, I was elected President of the Student Union in my senior year, which gave me a chance to apply my leadership skills in numerous different cases, from leading meetings and organizing events to bridging communication between administration and students. I also worked during summer vacations at a local electronics factory, where I had the chance to learn from the management team about how to run a business in a competitive industry. All of these experiences only whetted my appetite to learn more about business and management in order to reach my full potential.

Studying at Exeter is the ideal next step for me. Having previously attended a one-month summer English course in London, I understand the incredible benefits of living and studying in the UK. Aside from the obvious benefit of Exeter's renowned education quality and professors, the chance to study alongside elite students from diverse backgrounds, all while being surrounded by perhaps some of the most reputable companies in this key center of global finance, makes this an educational opportunity that is simply unparalleled. I have spent a great deal of time considering my options and working to acquire the best credentials possible, and I firmly believe that I am up to the challenge of joining Exeter's elite program.

After earning my MBA at Exeter, I hope to count myself among the other highly successful business leaders who have graduated from Exeter's halls. I would ideally

## What's the Difference Between a Statement of Purpose and a Personal Statement?

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hope to work in the UK for a period and accumulate more practical professional experience, after which I will return to Taiwan and the greater China area. In the medium term, I plan to work in marketing and management capacities, given the tremendous demand for professionals in these areas with international experience. In the long term, I see myself as CEO of a company—possibly my own company—using the strategies, expertise, and tools I cultivate in Exeter and throughout my career. All of these goals can become a reality, and studying at Exeter will certainly give me a unique advantage.