

I have come to realise that I am really interested in studying business at university based on my current studies and experiences. I am most interested in studying business with an international aspect to it. This would allow me to follow my ambitions in travelling and learning more about other cultures and how business operates in different countries around the world.

I am an enthusiastic, hardworking, and self-aware student with the ability to plan and prioritise my workload. Last year I took part in a group project with Green Power, Thales, Rolls Royce, and others. This involved developing and agreeing a project plan, developing prototypes, presenting ideas, and negotiating with suppliers to gain materials to enable us to build and race our car. This was a Scotland wide project, that saw us come second overall. This allowed me to develop skills that would be useful in a business setting such as, project management, presentation skills, negotiation and influencing skills, as well as further developing my communication and financial management skills.

As a Prefect and through volunteering I have been able to develop my personal and leadership skills working with younger pupils and others in the community. I also support school staff with tasks for example, we had a goal to raise £300 for SAMH and by employing the knowledge from my customer behaviours module, encouraging greater buy in and enthusiasm from students, we exceeded our target, raising £1000.

Recently I have become more interested in how social media and culture influence a business. This year I have developed my skills further within Business Management and my course at City of Glasgow College. Developing my skills and knowledge of advertising, social media literacy, implementing a PR campaign and behavioural aspects of marketing which are all key component areas of business. These modules have cemented my interest in business and confirmed that this is the area I would like to take further at university. Through my experience at college I have developed as a student, taking greater ownership of my learning, responsibility for deadlines and working with students from other schools to achieve common goals. I have especially enjoyed being able to follow areas of interest by exploring topics using additional reading materials and not relying on my lecturer for subject matter.

I was recruited as a Customer Adviser by Boots. This job was made permanent due to my excellent performance. Boots, a huge PLC within the UK is associated with multiple brands across the world, has established and maintained an international customer base, supplemented by an online and social media presence on multiple platforms with millions of followers. This position and the work I have been completing has helped me to see how the theories I am learning regarding business, marketing, and use of advertising encourages customers to engage with and remain loyal to the brand. As an advisor I have been applying my knowledge with customers to help them make purchases. This includes demonstrations, discussing the key aspects of products and their merits in comparison to those offered by other brands. This has encouraged me to see how I could use similar techniques when I establish my own business, focusing on general fitness and health. When I am not studying or working, I like to work on my fitness, taking classes and I support family members to engage in fitness that suits their interests and ability.

I believe studying this course at university would get me one step closer to achieving my goal of establishing and running my own successful business, undertaking a further transition from school and college study to the university setting. Studying will help me to develop my business approaches based on tried and tested theories while having the ability to learn from others through the option to travel and study internationally. My personal drive and motivation will ensure I am successful.