

STATEMENT OF PURPOSE

I am **Muhammad Aneeq Ali**, a resident of Talagang City in Punjab, Pakistan. I have completed Higher Secondary School on end of July 2021 (last examination of BISE RWP Board Exam) and intend to carry out my higher studies in Diploma of Business from Canada. The education will provide me with a solid foundation to boost my potential for having career growth.

How Diploma in Business helps in achieving my career goal

- A diploma in business provides you with a solid foundation in various aspects of business, including management, marketing, finance, accounting, and operations. This knowledge base is crucial for understanding how organizations operate and how they can be successful.
- Business diplomas often focus on developing practical skills that are directly applicable in the workplace. These skills may include communication, problem-solving, critical thinking, decision-making, teamwork, and leadership skills. These competencies are highly valued by employers across industries.
- A diploma in business can open doors to entry-level and mid-level positions in various industries. It can also serve as a stepping stone for further education or professional certifications, which can enhance your qualifications and lead to career advancement opportunities.

Benefits of studying at

- I chose the because it is one among the reputed universities in the world.
- The is one of the most successful universities. Higher education with great track record of placement services.
- It is a great place for international students. Improved Skills. Personal Development.

Program Learning lesson :

- This foundational course provides an overview of the business environment, including the different types of businesses, organizational structures, and the role of business in society.
- Effective communication is essential in business. This course covers written and oral communication skills, including professional writing, presentations, and interpersonal communication in various business contexts.
- This course covers the fundamental principles of management, including planning, organizing, leading, and controlling. Topics may include leadership styles, motivation, decision-making, and organizational behavior.

My career expectations & opportunities after this course

- With a diploma in business, I'll be qualified for entry-level roles in various functional areas of business, such as administration, customer service, sales, marketing, human resources, and operations. These positions often provide valuable hands-on experience and opportunities for career advancement.
- Many businesses and organizations hire administrative assistants to provide support to management and staff. Tasks may include managing calendars, scheduling appointments, coordinating meetings, handling correspondence, and performing general office duties.

The factors that led me to choose Canada for my higher studies

- Canadian universities and colleges are known for their high academic standards and quality of education. Many institutions in Canada consistently rank among the top universities globally, offering a wide range of programs and disciplines.
- Canada is renowned for its multiculturalism and commitment to diversity and inclusivity. Students from all backgrounds are welcomed and supported, fostering a vibrant and inclusive learning environment.

- Therefore, I request you to look into my application with kind consideration and provide me the opportunity to do Diploma of Business in Canada

Yours Sincerely,

Mr. Muhammad Aneeq Ali