

### UCAS Personal Statement

This statement supports my application for BA (Hons) Business Management. In two of the institutions I am applying to the course links to marketing; an associated area I have an interest in.

The desire to study business management stems from my A level studies, where I am predicted top grades in Business Studies, Mathematics and Information Technology. The blending of these A levels were chosen from the start with a wider desire to take Business Management, as I come from a family where my father has run a small business and I have been increasingly involved with the day to day running of the business, looking at advertising, staffing and expenditure. My long term aims are to gain the academic theory of business management at University, before taking time working in a large company; then coming back into the family business to one day run it and help expand it to the next level.

During my A level in business studies I have completed units on finance, evolving business concepts and analysis of performance within a competitive market. I have completed all my assignments on time and have read a number of books on business and leadership, especially finding the work of Charles Handy very interesting. I have read his '*Understanding Organisations*' and found his explanations of organisational development of great interest. Of note, the need of all business organisations to adapt seems to be a key, where businesses fail to take account of trends in the market changing, as was the case with Blockbuster Video rental chain, then the business will fail. Evolution is essential, and this means flexibility in the management.

I look forward to learning about organisational behaviour and the theory and practice of setting up a business, along with exploring my own potential to be a manager. My own belief is that a manager needs to be able to listen, delegate and trust their staff. Management of a business requires knowledge of leadership, how to run staff and get the best from them. I have looked at differing business leadership models, from laissez faire to transformative leadership models, and I am enthused at modules that look into social responsibility in business leadership. I am very interested in ethics within business as environmental concerns are close to my heart, I want to be an ethical leader, someone that is aware of social issues and equal rights.

I have work experience based in the family business. We have a small family business that sells and rents small tools. There is a staff of three and the business was established by my father twenty years

ago. During the Covid-19 Pandemic we adapted the business offering a change in business direction, as tools were still required for hire, even though we were unable to open the business fully. Through adaption of the business model we were able to continue via pre ordering of tools and delivery to local customers through direct delivery and drop off. It has shown me the importance of being open to alternatives and thinking around the box.

Outside of study, I enjoy sport. I find exercise helps me to focus academically as well, and at school I have played in the school football team as a midfielder. I would hope at University to join the University football team as I find it is a wonderful way to make friends and really divert yourself away from other pressures. I have also played tennis at a local club and like to have a morning job before heading into the day in college. My other hobbies include playing the piano and reading horror books. I have a great love of psychological horror stories and films and am a member of the horror movies society, contributing regular reviews to the society online magazine.

I thank you for reading my application. As I have shown I have the background both academically and via work experience to make a success of the University course.