Student Lee

**Personal Statement**

Having grown up in a family business, I am deeply influenced by my father. My father is a business man with strong determination and unique communication skills. Although he only conducts domestic steel business, the way he copes with difficulties and solves problems inspire me significantly.

With the great influence of my father and a four year undergraduate course in International Economics and Trade, I gradually developed a strong interest in international business. When I saw the program International Business and Emerging Markets offered by the University of Edinburgh, I knew it was what I have been searching for. Coming from the biggest emerging economy, China, I am eager to bring myself up to speed with contemporary thinking in corporate strategy and commit myself in a multi-national company which devotes itself in business with China.

Currently studying in Aston University for my final year of undergraduate program enables me to experience a totally different culture and cultivate me the habit of taking initiatives. Besides, I always consider myself as a sociable and determined young person. In the summer vacation of 2010, I was fortunate to have the opportunity to do my internship in Zurich, one of the most prestigious multi-national insurance companies. It was a golden opportunity for me to experience the dynamic cultural interaction in HK and to learn more about the practical methods of conducting business. Later that year, the United Nations was holding a conference on climate change in China. I was selected as a volunteer in the document distribution department. The 10 day meeting gave me a chance to learn how the real UN works and communicated with representatives from all over the world. It was at that moment I realized how interesting and challenging it would be if I could become a co-ordinator between different countries. However, it also occurred to me that a good professional knowledge of business is essential. That is why I chose to work in the marketing department for an e-commerce company last year. The senior band manager of the digital business firm taught me a great deal about communication skills and gave me the chance to practise my abilities of negotiating with our cooperative partners.

Amongst the various activities that interest me are making speeches and presentations. I had the chance to take part in the National College Student English Speaking Contest in my university and won the Second Prize from approximately one hundred competitors. Although at present my IELTS score is 7.0, I am still keen to improve it further. Studying in Aston is a good way for me to adjust to an English speaking environment more quickly and to fit in my postgraduate study more smoothly.

Based on my study achievements so far and my practical experience, I am more determined than ever to gain further knowledge in the field of international business. The UK is a significant financial centre and the education systems of combining theory with practice is extremely attractive to me as it will foster independence and enrich creativity. I am convinced that the University of Edinburgh will equip me with a strong foundation in business analysis and provide me with the experience and skills that employers will demand after graduation. I sincerely hope you will consider my application favourably.

Lee

Date:

Feedback

Lee, I think your focus on perfectly written phrases in this personal statement is admirable, however it is clear that you have sacrificed structure for a complicated style.

I would suggest that you consider the questions asked in the UCAS guide to writing a personal statement, and answer the questions that are given.

Following this guide will help you to write an honest and informative personal statement, and will help you to think about what the reader wants to know about you. Moreover, I would like to add that it does not matter how well you write a statement, it is seldom as good as a well-constructed argument to justify what you are saying. That means that it is better to support your argument with evidence, than to try to phrase your ideas in overly detailed and elegant language.

I am sure that once you have read the guide it will be clearer to you and I look forward to reading your second draft.

Richard