

STATEMENT OF PURPOSE SAMPLES

Sample 1: MSc Information Technology

Sample 2: MSc Digital Marketing

Sample 3: BSc (Hons) Construction Management

STATEMENT OF PURPOSE

SAMPLE 1: MSc Information Technology

STATEMENT OF PURPOSE
Course: MSc Information Technology
Course Provider: Westbridge University, United Kingdom (fictional)

Introduction

My name is Aarav Karki, a permanent resident of Pokhara, Nepal. I was born on 18 February 2003 and am a Nepali citizen. I hold a Nepali passport issued by the Department of Passports in March 2024, with validity until March 2034. I am submitting this statement to explain my academic motivation, professional background, financial preparation, and long-term career objectives for pursuing the MSc Information Technology programme at Westbridge University in the United Kingdom.

Technology has become central to how organisations communicate, manage information, deliver services, and make decisions. My academic studies and practical work experience have gradually strengthened my interest in information systems, digital operations, data management, and technology-led problem solving. I now want to develop this interest through postgraduate study that combines advanced technical knowledge with practical and research-oriented learning.

Academic Background

I completed a Bachelor of Science in Computing from Lakeside College, affiliated with a recognized overseas university, in 2025 with an upper second-class result. The degree introduced me to programming fundamentals, database systems, web development, computer networks, software engineering, and project management. My final-year project involved designing a web-based inventory and reporting system for a small business. Through this work, I learned how to gather user requirements, organize data, design interfaces, test functions, document the development process, and present a working solution.

Before my bachelor's degree, I completed Grade XII from Gandaki Model Secondary School in 2021 with a CGPA of 3.18 and the Secondary Education Examination in 2019 with a GPA of 3.36. To demonstrate my English-language ability, I completed an approved proficiency test and achieved an overall score equivalent to the university's entry requirement. These academic

experiences have prepared me to participate in lectures, independent research, group work, presentations, and technical assignments at postgraduate level.

Work Experience

Since August 2025, I have been working as a Junior IT and Data Support Officer at Summit Business Solutions in Kathmandu. This role has helped me understand how technology supports daily organizational activities and how even small technical issues can affect productivity. My main responsibilities include:

- Updating digital records and maintaining structured electronic files.
- Assisting staff with basic software, hardware, printer, and network-related issues.
- Preparing spreadsheets, data summaries, and monthly operational reports.
- Checking records for accuracy and correcting inconsistencies in coordination with relevant departments.
- Supporting website content updates and maintaining internal user accounts.
- Following data confidentiality and information-handling procedures.

This experience has made me more organized, detail-oriented, and aware of the practical challenges organisations face when managing information. It has also shown me that I need stronger knowledge in areas such as database architecture, information security, cloud systems, network management, systems analysis, and IT project implementation.

Why Not Study in Nepal and Why Study Abroad?

Nepal's digital marketing industry is developing rapidly, and businesses are increasingly adopting online platforms, social media, digital advertising, and data-driven marketing strategies. However, specialized postgraduate programmes that combine strategic marketing, analytics, technology, and applied research are still limited in Nepal.

Studying abroad will provide me with access to a broader range of academic resources, international case studies, modern marketing practices, and diverse consumer markets. It will also allow me to understand how businesses in different countries develop digital strategies and adapt their marketing approaches to changing customer behavior and technological developments.

An international education will help me develop a wider perspective on digital marketing rather than focusing only on the practices of one local market. Exposure to students, academics, and professionals from different backgrounds will also strengthen my communication, analytical

thinking, and problem-solving abilities. The knowledge and practical experience gained abroad will help me develop skills that I can later apply within Nepal's growing digital marketing sector.

Why the UK?

I chose the United Kingdom because it is internationally recognized for high-quality education in business, marketing, technology, media, and creative industries. UK universities provide an academic environment that combines theoretical knowledge with practical learning through case studies, group projects, presentations, independent research, and industry-related assignments.

This teaching approach will help me develop practical decision-making, research, analytical, and strategic marketing skills that are important for a successful career in digital marketing. Another important reason for selecting the UK is the structure of its postgraduate education. A focused one-year master's programme allows me to gain specialized knowledge within a shorter period while maintaining strong academic standards.

London is particularly relevant to my chosen field because it brings together global brands, digital marketing agencies, technology companies, entrepreneurs, media organisations, and consumers from diverse cultural backgrounds. Studying in such an environment will give me valuable exposure to how organisations adapt their marketing messages, digital channels, and customer experiences for different audiences.

Therefore, I believe the UK provides the right combination of academic quality, practical learning, international exposure, and industry relevance to support my educational and professional goals.

Why Westbridge University?

I selected Westbridge University because the programme is designed around contemporary information technology challenges and encourages students to connect theory with real organisational needs. The university's emphasis on student support, practical assessment, collaborative learning, and employability development matches the way I learn best. I am particularly attracted to the opportunity to complete an independent master's project, as this will allow me to investigate a technology problem relevant to Nepalese organisations.

The university's modern learning spaces, digital library resources, academic support services, and diverse student community would provide a suitable environment for my postgraduate development. I also value the programme's focus on professional skills such as analysis, documentation, communication, project planning, and ethical decision-making, because technical knowledge is most useful when it can be applied responsibly and communicated clearly.

Why MSc Information Technology?

The MSc Information Technology is the natural next step after my computing degree and entry-level professional experience. I want to deepen my understanding of how organisations select, design, secure, and manage technology solutions. The programme will help me move beyond routine technical support toward roles that involve systems planning, technology implementation, data-informed decision-making, and project responsibility.

The sample programme includes study in areas such as:

- Information systems analysis and design
- Database design and data management
- Computer networks and cloud technologies
- Cybersecurity and information assurance
- IT project management and professional practice
- Research methods and an independent master's project

These areas are directly connected to my academic interests and the needs I have observed in the workplace. For my final project, I would be interested in examining how small and medium-sized organisations in Nepal can adopt secure cloud-based information systems while controlling cost, protecting data, and improving operational efficiency.

Financial Plan

My studies will be financed by my parents together with an approved education loan. My father operates a wholesale and retail business, while my mother manages the family's agricultural income and savings. They have prepared funds for my tuition fee, accommodation, living expenses, travel, insurance, and other academic costs. In addition, an education loan of NPR 4,500,000 has been arranged through a regulated commercial bank as financial support.

This combination of family income, savings, and formal bank financing provides a clear and reliable funding plan. I understand the importance of responsible budgeting and will prioritise my academic obligations throughout the programme.

Future Career Plan

After completing the MSc, I plan to return to Nepal and work in the information technology sector as a Systems Analyst, IT Project Coordinator, Database Administrator, or Technology Consultant. In the short term, I want to join a reputable technology company, bank, educational institution, or IT consulting firm where I can participate in digital transformation projects and gain experience managing systems that support real users and business processes.

With several years of experience, I aim to progress into an IT Project Manager or Information Systems Manager role. Nepalese organisations are increasingly adopting digital platforms, cloud services, cybersecurity controls, and data-based reporting, but many still need professionals who can connect technical solutions with organisational objectives. I want to contribute to this transition by helping institutions implement secure, efficient, and user-friendly systems.

My long-term goal is to establish a technology consultancy that supports small and medium-sized enterprises in Nepal with system planning, data management, cloud migration, cybersecurity awareness, and process automation. By combining the international academic exposure gained in the UK with local knowledge of Nepalese businesses, I hope to create practical solutions, support employment, and contribute to the country's digital development.

Conclusion

The MSc Information Technology at Westbridge University represents an important step between my current experience and my long-term professional objectives. I am prepared to approach the programme with discipline, curiosity, and a strong commitment to academic integrity. I believe the advanced knowledge, practical skills, and international perspective gained through this degree will enable me to return to Nepal as a more capable technology professional and make a meaningful contribution to its growing digital economy.

With regards,

Aarav Karki

STATEMENT OF PURPOSE

SAMPLE 2: MSc Digital Marketing

STATEMENT OF PURPOSE
Course: MSc Digital Marketing
Course Provider: Citygate University London, United Kingdom (fictional)

Introduction

I am Nisha Rana, a Nepali citizen from Butwal, Rupandehi. I was born on 7 September 2002 and hold a valid Nepali passport issued in May 2023. I am applying for the MSc Digital Marketing programme at Citygate University London because I want to build advanced strategic, analytical, and creative skills for a long-term career in Nepal's expanding digital business environment.

My interest in marketing developed through a combination of business studies, online communication, content creation, and practical employment. I have seen how businesses with strong products can still struggle when they do not understand their audience, communicate consistently, or measure the performance of their campaigns. This motivated me to pursue specialised postgraduate education in digital marketing.

Academic Background

I completed a Bachelor of Business Administration from Lumbini Business College in 2024 with a CGPA of 3.31. My undergraduate studies covered marketing management, consumer behaviour, business communication, accounting, entrepreneurship, research methods, and strategic management. For my final research project, I examined the influence of social media reviews on the purchase decisions of young consumers in Nepal. The project required questionnaire design, data collection, basic statistical analysis, interpretation, and formal report writing.

I completed Grade XII in Management from New Horizon Secondary School in 2020 with a CGPA of 3.22 and the Secondary Education Examination in 2018 with a GPA of 3.48. I have also completed short courses in social media content planning, basic search engine optimisation, and spreadsheet-based campaign reporting. These experiences have strengthened my interest in the relationship between creativity, consumer insight, technology, and measurable business performance.

Professional Experience

Since October 2024, I have been employed as a Digital Marketing Assistant at BrightPath Media in Kathmandu. Working in an agency environment has allowed me to support campaigns for educational, hospitality, retail, and service-based clients. My responsibilities include:

- Preparing monthly social media content calendars and coordinating posts.
- Writing captions, website content, short advertisements, and email copy.
- Conducting keyword research and supporting basic on-page SEO activities.
- Monitoring campaign reach, engagement, website traffic, and lead-generation data.
- Assisting with paid social media advertisements and audience targeting.
- Preparing reports and presenting campaign observations to senior team members.

This position has taught me that effective digital marketing requires more than frequent posting. It requires research, strategic planning, customer understanding, experimentation, consistent brand communication, and reliable performance measurement. I now want to gain deeper knowledge of marketing analytics, digital strategy, consumer psychology, emerging platforms, and integrated campaign management.

Why the United Kingdom over home country Nepal?

Nepal's digital marketing industry is developing rapidly, but specialised postgraduate programmes that combine strategic marketing, analytics, technology, and applied research remain limited. Studying abroad will expose me to a broader range of industry practices, international case studies, diverse consumer markets, and advanced academic resources. It will also help me evaluate digital marketing from a global perspective rather than focusing only on one local market.

I chose the United Kingdom because it is internationally recognised for business education, creative industries, media, technology, and research-led teaching. UK universities commonly use case studies, group projects, presentations, live briefs, and independent research, which will help me develop practical decision-making skills. A focused one-year master's programme is also well aligned with my plan to gain specialised education and return to professional work without an unnecessarily long study period.

London is particularly relevant to digital marketing because it brings together global brands, agencies, technology companies, entrepreneurs, cultural organisations, and consumers from many backgrounds. Studying in such an environment will help me observe how organisations adapt messages, channels, and customer experiences for diverse audiences.

Why Citygate University London?

Citygate University London appeals to me because of its career-focused approach, supportive academic environment, and emphasis on applying marketing theory to contemporary digital challenges. The programme's combination of strategy, data analysis, communication, innovation, and research reflects the areas in which I want to grow.

I am also attracted to the opportunity to study in a diverse classroom and work on collaborative projects. Digital marketing professionals regularly coordinate with designers, analysts, developers, content creators, managers, and clients. The university's group-based learning and employability support would therefore help me strengthen not only my technical marketing knowledge but also my teamwork, presentation, and professional communication.

Why MSc Digital Marketing?

I selected the MSc Digital Marketing because it connects directly with my business degree and professional experience while providing the advanced specialisation I currently lack. I want to understand how organisations design digital strategies, segment audiences, use customer data, build brands, manage content, optimise search visibility, evaluate paid campaigns, and respond to technological change.

The areas I am most interested in include:

- Digital marketing strategy and integrated campaign planning
- Consumer behaviour in digital environments
- Social media marketing and online community management
- Search engine optimisation and paid search
- Content marketing, email marketing, and digital storytelling
- Web analytics, customer data, and campaign measurement
- Digital innovation, emerging platforms, and marketing ethics
- Applied research and a final consultancy or research project

For my final project, I would like to study how Nepalese small and medium-sized enterprises can use low-cost digital analytics to improve customer acquisition and retention. This topic would allow me to combine academic research with a practical issue faced by many local businesses.

Financial Preparation

My parents will be the primary sponsors of my education. My father manages a building-material supply business and my mother operates a small clothing store. Their combined business income and savings have been planned to cover my tuition fee, accommodation, living costs, travel,

and study-related expenses. The family has also arranged additional funds through a secured education loan from a regulated Nepalese bank.

This financial plan has been prepared specifically for my postgraduate study. I understand the cost of living and the importance of managing expenses carefully, and I am confident that my funding arrangements will allow me to focus on my studies.

Future Career Plan

After completing the MSc, I intend to return to Nepal and continue my career in digital marketing. Initially, I aim to work as a Digital Marketing Executive, Marketing Analyst, SEO Specialist, or Performance Marketing Officer with a reputable agency, technology company, bank, tourism business, or consumer brand. I want to apply the skills gained in the UK to develop evidence-based campaigns, improve customer engagement, and measure marketing performance more accurately.

After gaining broader experience, I hope to progress into a Digital Marketing Manager or Brand Strategy role, where I can lead teams, manage budgets, supervise integrated campaigns, and connect marketing activity with organisational goals. Nepalese businesses increasingly understand the importance of digital presence, but many still need professionals who can balance creative communication with data-driven decision-making.

My long-term ambition is to establish a digital marketing consultancy in Nepal that supports start-ups and small businesses. The consultancy would provide services such as strategy development, SEO, content planning, social media management, paid advertising, website optimisation, analytics, and staff training. I also hope to create employment opportunities for young designers, writers, analysts, and marketing graduates.

Conclusion

The MSc Digital Marketing at Citygate University London will help me transform my current practical experience into advanced strategic and analytical capability. I am motivated to participate actively in lectures, workshops, group projects, independent research, and professional development activities. After graduation, I intend to return to Nepal and use the knowledge gained to support responsible digital growth, stronger local brands, and more competitive businesses.

With regards,

Nisha Rana

STATEMENT OF PURPOSE

SAMPLE 3: BSc (Hons) Construction Management

Course: BSc (Hons) Construction Management

Course Provider: Midlands College Birmingham, United Kingdom (fictional)

1. Why are you applying for your chosen course?

I am applying for the BSc (Hons) Construction Management programme because I want to build a professional career in a sector that is essential to Nepal's economic and infrastructure development. Roads, bridges, hydropower facilities, commercial buildings, public institutions, and housing projects are expanding across the country. These projects require trained professionals who can coordinate people, budgets, schedules, materials, quality standards, and safety requirements.

The course interests me because it combines technical understanding of construction with management knowledge. I want to learn how projects are planned, costed, procured, monitored, and completed responsibly. The programme's focus on construction technology, project management, cost control, contracts, health and safety, risk, digital tools, and sustainable methods will prepare me for the complex responsibilities of the construction sector.

My aim is not only to understand how buildings and infrastructure are created, but also how successful projects are managed from the initial proposal to final delivery. I believe this degree will provide the academic foundation, practical skills, and professional confidence needed to contribute to construction projects in Nepal after graduation.

2. Why does the subject interest you?

Construction management interests me because it combines planning, technical knowledge, leadership, communication, and problem solving. A construction project depends on many participants, including clients, architects, engineers, contractors, suppliers, workers, regulators, and local communities. The construction manager helps these groups work toward common objectives while controlling time, cost, quality, safety, and environmental impact.

I am especially interested in how modern construction is changing through digital project-management platforms, Building Information Modelling, improved materials, prefabrication, and sustainable building practices. These developments can reduce waste, improve coordination, identify risks earlier, and support better decision-making. Learning how to use such approaches would allow me to contribute more effectively to future projects.

Nepal's geographical conditions also make construction management particularly important. Projects often face difficult terrain, transport limitations, weather-related delays, supply challenges, and budget restrictions. I want to gain the knowledge required to plan realistically, manage risk, and deliver infrastructure that is safe, durable, and suitable for local needs.

3. Why do you think you are suitable for the course?

I believe I am suitable for the course because I am disciplined, practical, willing to learn, and comfortable taking responsibility. My academic background has helped me develop numerical ability, basic technical understanding, communication skills, and an organised approach to assignments. I enjoy tasks that require planning, attention to detail, and cooperation with others.

During school and college projects, I frequently worked in groups where I helped divide responsibilities, organise information, monitor deadlines, and prepare presentations. These experiences taught me the importance of listening, communicating clearly, and responding calmly when plans change. Such qualities are relevant to construction management, where professionals must coordinate multiple activities and make informed decisions under pressure.

I am also genuinely interested in construction technology, safety, sustainable development, and project organisation. I understand that the programme will involve technical study, independent learning, teamwork, reports, calculations, and practical assessment. I am prepared to work consistently and use university support whenever necessary to meet these requirements.

4. Do your previous studies relate to the course?

Yes. I completed a Diploma in Civil Engineering from Koshi Technical Institute in 2025. The diploma introduced me to engineering drawing, surveying, construction materials, estimation, basic structural concepts, site practice, and project documentation. It gave me an initial understanding of how construction work is measured, planned, and supervised.

During practical sessions, I learned to interpret drawings, take basic site measurements, prepare quantity calculations, and work safely with classmates. I also completed a short placement with a local contractor where I observed material delivery, daily labour records, site documentation, and communication between supervisors and workers. These experiences confirmed that I am more interested in the management and coordination of construction than in focusing only on one technical task.

The BSc (Hons) Construction Management will allow me to build on this foundation by developing deeper knowledge of project planning, procurement, contract administration, cost management, risk, health and safety, sustainable construction, and leadership.

5. What skills, achievements, or supporting information would benefit your application?

My strongest qualities are organization, teamwork, responsibility, and willingness to improve. I am confident in using common office software for documents, presentations, calculations, and record keeping. I can prepare structured reports, follow instructions, and communicate in both Nepali and English. My technical studies have also helped me become comfortable with measurements, drawings, basic estimation, and practical problem solving.

One achievement I value was leading a group assignment in which we prepared a small building proposal. I helped organise the work schedule, combine the drawings and cost information, and present the final outcome. The project improved my confidence and showed me how planning and communication affect the quality of a shared result.

I also have a strong interest in sustainable development. Nepal needs infrastructure, but new projects must consider disaster resilience, environmental impact, energy use, local materials, and long-term maintenance. I want to learn how construction managers can balance development goals with safety, quality, affordability, and environmental responsibility.

6. How will you use the knowledge after completing the course?

After completing the degree, I plan to return to Nepal and begin my career with a construction company, engineering consultancy, infrastructure developer, or project-management organisation. Suitable entry-level roles may include Assistant Project Coordinator, Junior Construction Manager, Site Management Assistant, or Project Planning Officer. In these positions, I will apply my knowledge of planning, cost control, procurement, documentation, health and safety, risk management, and sustainable construction.

As I gain experience, I want to progress into project-management positions where I can supervise larger teams and more complex developments. I hope to contribute to projects involving housing, commercial buildings, roads, public facilities, and hydropower-related infrastructure. My goal will be to support timely delivery, responsible use of resources, high safety standards, and transparent project reporting.

In the long term, I intend to establish a construction and project-management consultancy in Nepal. The consultancy would support clients with planning, cost estimation, contractor coordination, quality monitoring, safety systems, and sustainable project delivery. I believe the international education and practical perspective gained from this degree will help me introduce stronger management practices and contribute to Nepal's infrastructure development.

Applicant: Bikash Gurung

Nationality: Nepali