

SAMPLE SOP FOR CANADA

In the competitive digitized world, it would be myopic to perceive markets to be insulated by their vicinities. With the onset of globalization, seemingly inconsequential decisions made in one nook of the world can drastically overturn the course of a trade at a distant land. Therefore, it is imperative to get acquainted with the underlying forces to make optimally calculated judgments for your own business. After accruing ample professional expertise, I am ready to learn more about this field to step up my career. This insight convinced me to pursue the Masters in Business Administration program with a specialization in International Business from the esteemed HEC Montréal.

My aptitudes branded me as a capable student right from school studies. After finishing my secondary and higher secondary education with fair grades, I signed up for a graduate degree in Business Administration. It was my dream to establish myself as a sales professional that motivated me to complete this program. This passion has driven me to maintain a similar distinction in my higher academic performance. I obtained a cumulative GPA of 7.4, clearing the course from St. Jones College under the Chennai University. I was among the top scorers of my college. I have also undertaken various online courses and certifications to develop an all-rounded knowledge and streamline my career.

I have actively endeavored to widen my experiences and exposures beyond the borders of academics. A participant in the National Student Business Fair, I have also presented papers at the national level seminars and debates. During my college days, I launched a commercial website that enables online trade within the local community. The idea was to promote the sales of homemade products. It had decent success, but I had to let go of the project as I commenced my professional life.

I made my way into the professional world through an internship at the marketing wing of the M-urge app. The company was pleased with my performance and offered me a permanent position as a Marketing Manager. The stint was highly beneficial to my professional growth. As a tech

company, the majority of its marketing involved the use of internet-related technology. This introduced me to a wide variety of modern methods like programmatic advertising, affiliate marketing, and lead nurture strategy.

In the previous year, I was promoted to the position of an International Business Liaison. The nature of the job was different from what I have been practicing till then. This change posed some challenges initially, but I was able to adapt to them within a short time. The shift exposed some of my knowledge gaps, which, in turn, persuaded me to continue higher education and bridge them.

HEC Montreal has well-qualified professors with research backgrounds. Besides, I am impressed with its extensive facilities and respectable status. It will be a great honor to be molded by these veteran teachers. HEC is an appropriate environment for international students because of the cultural fusion and amiable atmosphere. The college is a great choice for students who wish to gain multicultural exposure and seek to develop their personalities. As a cherry on the top, the courses offered by your institute are more affordable in comparison with other colleges of similar rankings.

However, the factor that convinced me most to opt for HEC Montréal is the inclusiveness of its curriculum. The MS in Business Administration gets the students ready to tackle a wide range of professional roles in the commercial ambit. The course is designed to foster deeper insights into business management and integrates sub-topics of accounting, macro-economic, financial procedures, human resources, organizational management, and advertising strategy. I found it advantageous that the program emphasizes research-based knowledge, analytical thinking, and problem-solving to supplement the theories.

I wholeheartedly believe that the Master's degree from this reputed institute in Canada will help me qualify for desirable opportunities in the industry and enrich my professional life. In addition to the skills and knowledge I have acquired, the acceptance of Canadian training in the Indian job market will help me find a rewarding job when I return to my homeland. As India is a developing nation, there is virtually unlimited potential in every discipline of business, be it any industry.

Evidently, immediately after the conclusion of my management course, I will return to my home country with a world-class academic qualification and internship experience to continue with my job in business management. I will be aiming for positions like a digital marketer, business development manager, or global market coordinator. Such proactive roles are more suited to my character, aptitudes, and experience. I am confident that this course will equip me with the adroitness required for this endeavor.