

Personal Statement

My name is *Saleh Essam Dandeni*. I am from Saudi Arabia. Live in Reading, study at the University of Reading for IFP. UCAS No: 1586436009.

I have always been found by Mathematics, Business and iMedia liked these subjects. This might have been due to the excellent teachers that taught me in Secondary school. However, I also found that the IT world is an endlessly complex one that is continually changing, with each advance bringing countless new possibilities to benefit humanity and the societies we live in. Therefore, I have liked every opportunity I have had to either study computing at school or learn more about IT through a hands-on approach to experimenting with computers myself. Since then, I have found it interesting to combine computer programming and business in my future study.

I have ensured that Business studies are the right field and what I see myself as doing in the future, it has the right mindset and skills for my future career. I have developed many skills, including academic skills for research, collecting and analysing data, critical writing; time management; communication and teamwork, which gave me the skill and the ability to work under pressure, learn and adapt to unpredictable environments. I have continued studying business as one of my modules, with Mathematics.

While there is a rapid growth in digital start-ups and organisations depending on technological innovation, I want to combine business management with different technologies and approaches to start digital start-ups from inception to launch. I look forward to deepening my understanding of theories and techniques related to business management. I am keen to learn more about innovative businesses in a contemporary environment and the techniques needed to manage innovations accordingly. Also, it is crucial to me to increase my knowledge about ethical business to practice responsible management. Being absorbed in this wealth of education and experience will enable me to create my business, as I realise that digital start-ups play an essential role in economic, political and social spaces that interact in many global stages.

Therefore, I intend to continue my studies in Business, enterprise and entrepreneurship; I have found this department a very challenging and stimulating field. Consequently, I found this major is very suitable for me as also we all can tell it has a bright future.

I hope to pursue a bachelor's degree. I am confident that my study at your university will allow me to improve my skill and build my career; also, I enjoy passing on what I have learned and assisting in future development.

Graduates from your university have proven high-quality standards and are establishing their distinction continuously. Your university and departments are highly ranked in many fields and specialised in these courses of higher deals with Computing and Management skills, which attracted me more to your university. Also, most of the departments are recommended by the Saudi Ministry. I was also happy to find out that most of the students feel comfortable at your university, and the teaching staff in all departments have experience, so I will acquire new skills, which I am looking for. Therefore, I am interested in studying at your university, and I hope to be admitted to your university the following semester.

I am sure that your university will be the place to channel my profound interest and fulfil my dreams. I hope to achieve my professional career objectives and academic goals by joining your undergraduate program. My future includes becoming one of the leading experts in my field and contributing to developing my growing country. I also aim to meet the vision 2030 of Saudi Arabia; they focus on all aspects of development, which offers new job opportunities, especially for fresh graduates.

Previous academic year I have studied foundation year at the University of Reading, and I have not continued my studies because there were some delays with the financial side, which lead to losing marks, and the resets period has finished by the time I have received my final grades.

Your support is highly appreciated, and I look forward to hearing from you regarding my application.

Saleh Dandeni

