Doctoral of Management

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One of the proudest accomplishments of my life so far was completing my master’s degree in business administration. After earning a master’s degree my interest in the business and management field got more intense due to which I am applying for admission to the Ph.D. program. My master’s in business and management provided me with the ingredients to cement by base on which I can build foundational blocks of knowledge to reach the zenith of academic and career goals. I want to pursue a Doctorate Degree in business and management so that I can expand my knowledge both theory and research conducted in the field of business. Also, to enhance my academic achievements and gain not only personal but professional developments. Particularly, I am interested in determining the impacts of implementing social media in non-profit organizations to leverage social capital. As technology has become an indispensable part of our lives people are using social media regardless of their age. This latest trend helps a lot in marketing products that can further facilitate in gaining leverage from social media sites. These sites can connect with multiple people marketing products on this platform will boost sales that will, in turn, benefit the business. By pursuing a doctoral degree in business, I will be able to learn all the marketing concepts that I can implement in real-life scenarios.

I strongly believe that Ph.D. program in business and management would be invaluable in aiding me to achieve several conceptual skills in evaluating business issues specifically social media involvement to open up new avenues in research. The highs and lows of business have always fascinated me. Particularly I was intrigued by how people with successful marketing campaigns can reach the heights of success leading them to expand their business. By doing a Ph.D. in business management I will be able to take my knowledge regarding professional development into an advanced level. The learning will facilitate to enhance my professional practice through the application of real-world complexities in business that contemporary business and management encounters. This opportunity will aid me in transforming myself by polishing my leadership attributes and making me a part of a scholarly community. The taught modules of the course include several action strategies, leadership and professional developments, and marketing strategies that will provide me a platform to gain an insight into relevant concepts and theoretical underpinnings of my target research in the field of business and management. These modules will help me with understanding various problem-solving methods that can be resourceful in real-life scenarios. After learning all these concepts, I can successfully reflect my learning upon my thesis work that would present the learning outcomes that I aimed for in this course.

Research is an essential part of a doctorate. However, to manage course work along with the writing of a dissertation and researching a specific topic requires a substantial investment of time. My first and foremost priority is to clear my course work so that I can focus more on research. After completing my master’s degree, I have significantly improved my writing skills. However, I have considered taking an online coaching class so that I can improve any shortcomings in my writing skills. After reviewing the course contents and credit hours I have decided to spare three hours per day for my thesis write up. This will help in completing my research work on time. Furthermore, I have decided to take an additional optional course that is research methods. This course will help me understand several concepts that will polish my writing skills. It is my dream to be a Ph.D. scholar due to which I have worked very hard so that I can attain this degree. I hope that admission committee will consider me as a potential candidate for a Ph.D. in business management.