Writing your personal statement

Personal statements are assessed by the admissions team as part of the overall application. The information below should not be used as a checklist, as your personal statement needs to be unique, however we have offered some hints and tips which may be useful when planning and writing your personal statement:

**Career aspirations** – although you may not have finalised your career plans you can show evidence that you have given your future career some thought and show how your chosen degree could help you achieve this.

**Non-academic interests** – whether this be sports, baking or reading, you will have some non-academic interests that make you unique, and perhaps show skills not displayed elsewhere in your statement.

**Relevant work experience/voluntary activities** – this should show skills that would be useful during your university studies, and not simply a statement of having undertaken a period of employment. Ask yourself “what did I gain from this experience?”

**Enthusiasm and motivation** – passion for the degree course should shine through in your personal statement. You could tell us a little about how you became interested in your subject, but make sure this is fully related to you and your own experiences.

**Understanding and interest in the subject** – you should be able to display some knowledge and understanding of the subject area even if you have not studied the subject at high school or college. Perhaps you have done some reading around the subject outside of school and could reference this.

**What you will bring to the university community** – we are looking for enthusiasm about the subject for which you are applying and an indication of what you wish to get out of university, but we would also like to know what you can bring to the university and the Business School.

**Academic prizes or scholarships** – this sort of academic achievement will help you stand out and show evidence of your potential.
Balance – If you are applying for more than one subject (for example a, Joint Honours degree, or different subjects at different institutions) try and identify a link between the two and balance the personal statement appropriately. Remember your personal statement will not just be going to one institution, so do not be too specific!

You will need to avoid the following:

Spelling/grammatical errors – use a word processor to pick up basic errors and ensure you proof-read your personal statement before sending off your application.

Plagiarism – all statements will be checked for plagiarism – your statement must be your own work so be careful not to use templates or, if you have applied before, to use the same personal statement more than once.

Stating skills without examples – evidence is key in your statement – you need to show how you have developed skills, rather than simply listing skills you think you will need at university.

Listing subject knowledge – similar to the above – your statement needs to show how your knowledge has helped you build career aspirations, choose your degree, or prepare you for coming to university.

Repetition of qualifications stated elsewhere on the application – there are specific sections of the application for qualifications already completed and for those currently being undertaken. You are given a limited number of characters to write your personal statement so use them sensibly and avoid unnecessary repetition.

Short personal statement – A short statement suggests a lack of passion or commitment to the programme for which you are applying, so be sure to use the space wisely.