

STATEMENT OF PURPOSE:

I am **Harsh Rana**, want to describe some of my strengths that are organized, motivated and goal oriented. As far as my educational background is concerned, I did my Matriculation in the year 2020 from Central Board of Secondary Education and my Senior Secondary Education in the year 2022 from the Board of School Education Haryana. To uplift my academic achievements, I decided to pursue bachelors from United States of America. I started with my research about the relevant courses according to my field of interest. After exploring a lot I decided on **Bachelor of Business Administration** from **Lincoln University**.

After intensive research on universities I shortlisted **Lincoln University** as my future institution for my graduation studies. The university places its focus on practical education with strong international character. It provides students with educational setting where they can foster quality education, good citizenship, personal involvement, and contribution to the world community. The diversity of cultural backgrounds on campus exposes to life stories from all over the world, enhances students 'social skills, and presents a great opportunity for personal growth. Students with good academic records are eligible to apply for discounts and scholarships; this indeed will motivate them to perform better. Lincoln University is authorized under Federal law to enrol non-immigrant students.

American institutions are also known to have high academic standards, follow rigorous practices to maintain quality and are well- supported to be able to offer excellent education to its students. The country understands the struggles of international students, therefore conduct regular orientation programs, workshops and trainings to offer assistance. It is a melting pot of different cultures, races, and ethnicities. It has diverse environment ensures that there is acceptance among all communities and there is no room for any discrimination. These were the reasons behind my choice of the United States of America as study destination than other countries.

As per my field of interest I decided upon **Bachelor Business Administration program**. With this program I will develop advanced analytical skills using tools and techniques from the quantitative and behavioral sciences. The main emphasis of the program will be on decision making in dynamic environments and synergies between various functional areas. After completing BBA from this university it give me a better job opportunity for my career research assistant, sales executive, human resource executive, marketing executive, financial analyst, business consultant, and assistant manager.

I am confident that studying in Lincoln University will empower me with sound knowledge of basic principle of this field and help me acquire required skills to reach my goals.

Thanks & Regards

Harsh Rana

