**STATEMENT OF PURPOSE**

With the advancement in technology, change in the traditional business strategies has become the need of the hour.

My name is **Vansh**, resident of Yamuna Nagar, **India**. I completed my **Matriculation** from **Central Board of Secondary Education** in **2020.** Further, I completed my **Senior Secondary Education** from the same board in the year **2022.**

The major characteristic of the **United States** is probably its great variety. Yet USA stands as the best and unbeatable nation to consider for pursuing higher education. USA has an unparalleled education curriculum and one of the top-technology that makes it stand as a tough competition in the education sector. One of the reasons for choosing the States for higher education is the high quality of lifestyle and education. A degree earned from US varsity is highly-acclaimed and globally recognised. The program will not only enhance my subject knowledge but will also help me in enhancing my skills such as teamwork, effective communication, leadership, problem solving abilities etc.

I have been keen on joining **Lincoln University** as it is most known nationally for academic, cultural, and research opportunities designed to ensure the success of its people and their work. The university offers undergraduate and graduate programs to those interested in continuing their education or advancing their careers. Lincoln University offers undergraduate and graduate education while focusing on community and public service. The university makes efforts in order to integrate teaching, research, and creative activity in an engaging, challenging, and supportive learning environment to prepare productive citizens of the world.

The course I intend to study there is **BBA (Bachelor of Business Administration and Management)**. My study curriculum will include Legal foundation of business, human relations in business, business and society, industrial and organizational behaviour, personnel management, small business management, organizational development, cultural dimensions of management, quantitative analysis. This course will help me outshine and gain an upper hand in my field of expertise. I will have a variety of career opportunities open for me in my home country. With a degree from the Lincoln University, USA will be impactful and help me create a better mark than others in my chosen field. With cut throat competition and increasing demand for good business development skills this degree will be a valuable asset for me. After gaining this degree I intend on coming back and working with a good and reputed MNC’s in my home country. I am a firm believer that I will be able to excel and succeed in my career by making my aforementioned choices.

**REGARDS**

**VANSH**