**STATEMENT OF PURPOSE**

**INTRODUCTION:**

When we improve our education and continue to learn, we can foster new connections, increase our marketable skills, and understand people better. My name is **Kajal**, my educational background includes **Matriculation Examination** from **St. Mary's Convent School, Amritsar** in year **2019** and completed my **Senior Secondary Examination** from the **Punjab School Education Board** in year **2021**. To upgrade my academics and enhance my knowledge & skills I have decided to continue my higher study from **United States** **of America**.

**WHY UNITED STATES:**

The **United States** **of America** is one of the most sought after countries in the world for study abroad programs. That is why chose this country over other countries for my further studies. Some of the most prestigious universities in the world are located in the United States and over all of them I chose **Lincoln University** once I study abroad in USA, I would be able become a highly sought-after applicant for desirable jobs. In addition to the quality programs offered by US universities, I will be able to pave a sound career path with the degree you receive. The experience builds critical thinking skills, develops self-confidence and cross cultural skills and all these attributes are highly valued by the employers around the world. The U.S. education system has lot to offer me.

**WHY THIS UNIVERSITY:**

After a keen research of various universities in STATES I have finalize **Lincoln University in California** **State** as my next destination for my higher studies. The university placed its focus on practical education with strong international character. It offers a curriculum of outstanding Business Administration programs with special emphasis to Master of Business Administration degree with a variety of concentration areas. It is well said that if you are choosing Lincoln University, you're doing more than just enrolling at a school. I’ll become part of a campus community that is tight like a family and filled with people who look out for each other.The university has several programs conducting for graduation students and as according to my academics and interests I would like to choose master’s in BUSINESS ADMINISTRATION. In the area of my knowledge LU lends a hand to provide a quality education,good citizenship, personal involvement to the students connected with.

**WHY THIS COURSE:**

Lincoln University’s **Bachelor of Business Administration (BBA)** program equips graduate students with the academic and experiential knowledge to contribute to and influence the strategic and operational direction of organizations in an innovative economy. This is one the main reason that I took this particular program from this particular university. With the help of this program I will develop my analytical skills using tools and techniques from the quantitative and behavioral sciences. As this program is focused on business administration it covers various area of business administration such as accounting, applied statistics, human resources, business communication, and business ethics. Continuing this variant program from LU I will be competent to concentrate not only on the theoretical knowledge but will capable to grab a plenty of practical apprehension for my upcoming life.

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.

**REGARDS**

**KAJAL**