**STATEMENT OF PURPOSE**

I **Rishita**, 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 **2016** from **Central Board of Secondary Education** and my **Senior Secondary Education** in the year **2018** from the same board. After completing my studies when I was searching for some good career opportunities, suddenly my father started remaining unwell due to which I was not able to continue anything further. However, meanwhile I started giving home tuitions till class 10th to support my family in that hard time. When I realized that the situation is now stabled I decided to pursue a bachelors degree from United States of America. But success is not something that we can copy from others. We have to make our own path to achieve success in life. I decided that studying in **United States of America** will be the next step in the path of career achievement. So, I started searching about the relevant courses according to my field of interest. After exploring a lot I selected to pursue **BBA in General Management** from **Lincoln University**.

This course will offer me a broad base of knowledge in business and management. I will learn the basics across all specialties and [develop skills](https://www.princetonreview.com/business-school-advice/why-get-an-mba-skills) that can be applied to many practice areas in almost any industry.  This BBA program focuses on strengthening [leadership](https://www.princetonreview.com/business-school-advice/why-get-an-mba-leadership), creativity, communication, and critical thinking skills, which are imperative to success in any field. The aim of a **BBA in General Management** is to train students and professionals in managing the general operations of any company. During this course I will study Principles of Management, Human Resources Management, Entrepreneurship, and Quantitative methods for Business etc.

I have selected this **Lincoln University** because the university takes an international perspective to help prepare students for the global nature of modern business practice, offering the opportunity to specialize in areas of particular interest and acquire workplace experience. I am confident that by choosing this university, I am choosing an education that will make my life full of opportunities and will give me skills to gain greater control over my destiny. The award-winning teaching, world-leading research, and close links with the industry are some of the attracting reasons which have been highly considered in my terms. The student-faculty ratio at Lincoln University is 15:1. A low student-to-teacher ratio leads to more personalized teaching and individualized student interaction.

There are many reasons, that why I chose **United States of America** for my further education. In a globalised, well-connected world, employers increasingly value graduates with international experience and education. Studying abroad will help me to learn new languages, appreciate other cultures, overcome challenges of living in another country and gain a greater understanding of the world. The country hosts the most number of international students in the world. Students studying in US are not limited to a rigid coursework. From Admission cycles to the types of institutions to choose from, the US education system provides flexible options in everything.

I can easily work on job roles such as Project Manager, Marketing manager, Public Relations Manager, and Management Consultant, etc. I can even work in the government sector on various job profiles. I know I have the determination, endurance and enthusiasm needed in this fascinating and rewarding career.

**REGARDS**

**RISHITA**