

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

I am **Princejit Singh** a resident of **Sirhind, Punjab, India**. I completed my **Matriculation** from **Punjab School Education Board** in **2018**. Further, I completed my **Senior Secondary Education** from the same board in **2020**. I take keen interest in business studies and administration. With a lot of curiosity and brainstorming I have decided to pursue my studies from USA.

USA is a beautiful and welcoming nation that offers the best education in the world. It offers top-notch education by the top educationists. USA is one of the best nations to consider when planning studying abroad. With a variety of benefits to offer USA is my choice since it provides quality education, unique curriculum, and multicultural environment. The education system is flexible and provides abundant opportunities. The lively and vibrant campuses, cultural diversity and hospitality offered the international students are impeccable and add up to make USA a dream study destination. USA has a good number of universities to choose from. After an in-depth research I have selected my dream institution **Lincoln University, USA**.

Lincoln University is one of the most prestigious and old varsity of USA. The university is known for playing a vital role in the students' lives. The quality of education, citizenship, personal guidance, and overall development provided by the university makes it exceptional and worth.

The university offers a diverse and multicultural environment that will help me in my overall growth. It will enhance my social skills and lead to my personal growth. Along with in classroom and subject centred learning, staying with people from different cultural backgrounds will help me gain knowledge and develop analytical skills too. The course I intend to study there is **BBA** program. Primary focus of my selected course will be world sources, studies in international business, cultural dimensions of management, principles of import and export management, entrepreneurial management, international business strategy, international economics. 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 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.

Yours truly,

Princejit Singh