

# STATEMENT OF PURPOSE

I Amninder Singh, was much aware that studying abroad is the single most effective way of changing the way we view the world. I decided to have an advanced course in a particular specialized field from the **United States of America**. Accordingly I researched about many available courses in the American institutions and selected to pursue **Bachelor in Business Administration and Management** at Lincoln University. My previous education contains, **Matriculation** and **Senior Secondary** from **Central Board of Secondary Education** in the years **2015** and **2018** respectively.

I have selected the United States of America for my higher studies as it is a birth place of numerous big business start-ups, the new innovations keeps the country at forefront in comparison with other study destinations. I am confident that a degree from here will impart my knowledge differently and I can do exceptionally well in one of the top organizations of my sector. Moreover, being interested in a business program my, major focus was on to gain the practical skills required to develop programs and software. As a result, in USA universities I will have fewer theoretical classes as compared to projects and assignments. I will have a chance for internships in one of the top industries which will develop me as a lifelong learner and will help me to stand out differently in the Indian job market.

I have a particular preference to study at the Lincoln University, which boosts a high academic standard in a highly supportive, inclusive environment. This is a institution with a dynamic campus and the programs here are designed according to experiential learning to ensure a personal and professional development. My course is BBA, which is interdisciplinary here with a globalised curriculum and this is a distinctive hallmark which I liked a lot. Also, the campus contains many new updations as per my research, the technology in the facilities has been upgraded which can help me to get a seamless experience with PowerPoint and open board platforms. I also liked the option here to have multiple deliveries option which means combining online and in-person learning. The institution stands out on my all the expectations.

The BBA program emphasizes the deep knowledge of business and its management. Most of the crucial functions of an organization such as finance, marketing, and operations management, are included in the

curriculum of the course which is one of the essential and trending concepts in the current business scenario. The course is industry oriented and the course curriculum is developed based on the latest trends in the current industry that will help me to adhere to the actions in the industry in which I want to be involved. Therefore, this major totally stands out on my expectations and will help me in my overall development.

I will be able to enjoy a number of diverse positions in my preferred field. I can get a chance to work as a channel manager, human resource manager, Business intelligence manager, business analyst, etc. There will be doors open for me to indulge my entrepreneurial streak or open my own private consultancy company as well.

**Regards**

**Navjot Kaur**