

# **STATEMENT OF PURPOSE**

I would like to introduce myself as Nitansh. I am writing to express my intent to pursue Bachelor of Arts in Business Administration at Lincoln University for Fall 2025 intake. My goal is to leverage this advanced education to enhance my strategic thinking, leadership abilities, and management skills, thereby positioning myself to make significant contributions in the realm of business management.

I have completed my secondary education from HSBE (Board of School Education Haryana) at 2023. I excelled in subjects like Public Administration, Physical Education, History, During my studies in Public Administration, I have gained a comprehensive understanding of the critical role that government institutions play in shaping society. I have explored subjects ranging from public policy, governance, and organizational behavior to social welfare systems. These areas have inspired my desire to bring about positive change through effective management and decision-making.

As I learnt deeper into public administration, I realized the importance of merging the strategic, operational, and financial insights of business administration to drive results in public sector projects. However, I became increasingly aware that while my education in public administration equipped me with analytical and leadership skills. With the growing intersection of private-public partnerships and the increasing role of businesses in delivering public services, I recognize that the knowledge of business administration is indispensable for the next phase of my professional journey. My academic performance reflects my dedication for understanding complex business concepts.

After Completed my studies I choose Bachelor of Arts in Business Administration at Lincoln University because my decision to pursue this program at Lincoln University is motivated by the university's commitment to Business Management, Fundamental of Business Studies, Entrepreneurship and Project Management. Business studies which aligns seamlessly with my academic interests and career aspirations. I am confident that the program's structure will provide me with the strategic, analytical, and managerial skills necessary to excel in today's dynamic business environment.

After holding the International Degree My long-term career goal is to become a Certified Marketing Executive or Manager and work with businesses to improve their financial processes, ensure compliance with regulations, and support their growth. I am confident that the skills and knowledge I will gain from this program will prepare me to make meaningful contributions to the field of business administration. I am eager to gain a deeper understanding of accounting principles, financial management, taxation, and auditing through this program. I believe that a solid foundation in business and management studies will allow me to help businesses and organizations thrive while maintaining financial transparency and compliance with regulations and I believe that the BA in Business Management program will be well-positioned to drive long-term success and contribute to the overall success of the organization.

