

# **STATEMENT OF PURPOSE**

I would like to introduce myself as Deepshikha. As a under-graduate student with a keen interest in business studies, My desire to pursue a Masters of Business Administration at Lincoln University for Fall 2025 intake, stems from my ambition to gain a comprehensive understanding of business principles and develop the skills necessary to excel in a dynamic global marketplace.

I have completed my under-graduate Bachelors of Arts from Lovely Professional University at 2020. I have also completed my secondary education from PSEB Board at 2016. I have developed a deep understanding of creativity, critical thinking, and communication, all of which I believe will contribute to my success in the field of business. The MBA program presents an exciting opportunity for me to build on these strengths while developing a solid foundation in business concepts such as management, finance, marketing, and entrepreneurship. My academic performance reflects my dedication for understanding complex business concepts.

I am particularly drawn to Lincoln University because of its strong emphasis on experiential learning and its commitment to fostering a diverse and inclusive environment. I believe that the Lincoln University has strong curriculum, combined with opportunities for internships and real-world projects, will provide me with invaluable experiences that will prepare me for the challenges of the business world. The university's focus on ethical leadership and sustainability resonates deeply with my values, and I am eager to contribute to initiatives that promote social responsibility.

To pursue my readiness for Bachelor's level coursework and communication in an English-speaking academic environment, I completed the IELTS examination, achieving a score of overall 6.0. This score not only meets but exceeds the English proficiency requirements for the Masters of Business Administration at Lincoln University underscoring my capability to engage effectively with the program's curriculum. I am confident that my English skills will support my success in the program and my overall academic and professional growth.

Outside of academics, I have volunteered with local non-profits, where I learned the importance of community engagement and the role of businesses in driving positive change. This experience has reinforced my belief that successful businesses can operate not just for profit but also for the betterment of society.

I am excited about the prospect of joining Lincoln University's Masters of Business Administration program. I am confident that the education I will receive, along with my passion for business and commitment to making a difference, will empower me to achieve my goals and contribute to the community.