

Statement of Purpose:

I **Ruby**, 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 2014 from Board of School Education Haryana and my Senior Secondary Education in the year 2016 from the same board. Later I did Bachelor of Commerce from Pt. Chiranji Sharma Govt. College in year 2019. To uplift my academic achievements, I decided to pursue Masters from United States of America. I started with my research about the relevant courses according to my field of interest. After exploring a lot I decided on **Master of Business Administration Business Analytics from Gannon University**.

I am going to study in **Gannon University** which is a well-established, private university that is highly ranked & globally known. Their commitment to diversity is reflected in community, the academic offerings, & the commitment to an educational experience without boundaries. The university is dedicated to excellence in teaching, scholarship & service. The faculty & staff will help me to be prepared globally through programs grounded according to my preference. This university offers me a comprehensive, values-centered learning experience that emphasizes faith, leadership, inclusiveness & social responsibility. The student faculty ratio is 14:1 that will give me an opportunity to have one-on-one interactions with the professors to ask questions. Going to a university like Gannon will prepare me to start a new career & live a life full of possibilities of employment in my home country.

Business Analytics finds relevance in every industry since it provides a real-time solution to problems. This field is of great importance and is a take-off platform for a dream career. With the advent and entrance of the internet in every field, data analytics has become a base which quickens the pace of development in each business and industry. Reputed organizations offer jobs to market analysts' basis their knowledge, aptitude and experience. After an MBA in Business Analytics, one can also easily land a job as Business Analyst, Business Analyst Industry Expert, Business Analyst Project Manager, Data Analyst, Data Scientist, Predictive Modeler, Qualitative Analyst, Market Research Analyst etc. Some of the renowned brands which are keen on employing business analytics experts are McKinsey and Company, Boston Consulting Group, Morgan Stanley, Microsoft, KPMG etc. So, ultimately I will have a bright future ahead.

American institutions are also known to have high academic standards, follow rigorous practices to maintain quality and are well- supported to be able to offer excellent education to its students. The country understands the struggles of international students, therefore conduct regular orientation programs, workshops and trainings to offer assistance. It is a melting pot of different cultures, races, and ethnicities. It has diverse environment ensures that there is acceptance among all communities and there is no room for any discrimination. These were the reasons behind my choice of the United States of America as study destination than other countries.

Thanks & Regards

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After intensive research on universities I shortlisted **Lincoln University** as my future institution for my graduation studies. The university places its focus on practical education with strong international character. It provides students with educational setting where they can foster quality education, good citizenship, personal involvement, and contribution to the world community. The diversity of cultural backgrounds on campus exposes to life stories from all over the world, enhances students 'social skills, and presents a great opportunity for personal growth. Students with good academic records are eligible to apply for discounts and scholarships; this indeed will motivate them to perform better. Lincoln University is authorized under Federal law to enrol non-immigrant students.

I shortlisted **Master of Business Administration** in International Business as university offers various other concentrations such as human resource, marketing management, general business etc. with this program I will develop advanced analytical skills using tools and techniques from the quantitative and behavioral sciences. The main emphasis of the program will be on decision making in dynamic environments and synergies between various functional areas. International business degree program will enable me to gain an in-depth and applied understanding of the complexities and functions of international management professionals in a globally competitive business and economic environment.

I chose this country among many other developed countries as U.S universities welcomes international students to study in USA and offers a support system within the university which enable them to adjust to the changing life. It also has many immigrant friendly rules for students from the globe, such as it allows them to work along with their studies to fund their education and manage their stay in the United States. The experience builds critical thinking skills, develops self-confidence and cross cultural skills and all these attributes are highly valued by the employers around the world. The U.S. education system has lot to offer me.

I am confident that studying in Lincoln University will empower me with sound knowledge of basic principle of this field and help me acquire required skills to reach my goals.

Regards

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