

STATEMENT OF PURPOSE

I would like to introduce myself as Aarzoo Devi. I am writing to express my intent to pursue in Master of Business Administration- Management at University of Massachusetts for August 2025 intake. During my undergraduate studies in Bachelor of Fine Arts I developed a deep interest in courses such as Design, print making, press layout. I have been immersed in a world that thrives on innovation, self-expression, and artistic vision. However, my growing interest in the business dynamics of the creative industry and my passion for leadership have motivated me to pursue a path where I can bridge the gap between art and management. This experience sparked my decision to pursue an MBA, where I can combine my arts expertise with strategic business skills.

I have completed my secondary education in 2019 with 2.8 GPA from CBSE board. After my secondary school I completed my Bachelor of Fine Arts in 2023 from Kurukshetra University Kurukshetra. Throughout my academic career, I learned to appreciate the deep connection between creativity and the process of bringing ideas to life. The BFA program provided me with a strong foundation in critical thinking, artistic expression, and problem-solving. However, as I progressed through my studies, I began to realize that the creative sector's true potential is realized only when artistic vision is coupled with effective management.

During my coursework and personal projects, I witnessed firsthand the challenges that arise when the business aspects of art are overlooked, such as project management, resource allocation, and market positioning. This realization piqued my interest in how businesses function, and I started to explore the organizational, financial, and marketing dimensions that contribute to the success of creative projects.

University of Massachusetts Master of Business Administration as an ideal choice for advancing my academic and professional goals due to its, renowned faculty, and focus on research and practical experience. The MBA in Management is the perfect stepping stone for me to broaden my professional horizons. I aim to learn about business operations, leadership strategies, finance, marketing, and organizational behavior—skills that are crucial in leading creative teams and managing large-scale projects.

The MBA program at University of Massachusetts has strong focus on innovation and entrepreneurship, which aligns perfectly with my career goals. The program's curriculum, including courses like Strategic Management and Data-Driven Decision Making, is particularly appealing to me. Additionally, the opportunity to engage with a diverse and learn from esteemed faculty will greatly enrich my learning experience. I am excited about contributing my artistic background and fresh perspectives to class discussions and group projects.

I am enthusiastic about the opportunity to join University of Massachusetts and contribute to its vibrant academic community. My background in Fine Arts, combined with the business acumen I will gain from the MBA, will enable me to tackle complex challenges and drive successful outcomes. I am committed to making the most of this program and look forward to contributing to and growing within the University.

