

## **Statement of Purpose**

### **Introduction:-**

My name is Pranav Khosla, and I am a native of Punjab, India. In terms of my academic background, I successfully completed my Secondary Education in 2023, followed by my Senior Secondary Education in 2025, both from the Punjab School Education Board. With a strong foundation in my academic journey, I have now set my sights on pursuing an international undergraduate degree in the United States. The U.S. remains a top global destination for higher education, known for its academic excellence, innovation, and diverse opportunities. I believe that earning a degree from a reputable American institution will significantly enhance my career prospects and allow me to contribute meaningfully to the professional landscape in my home country.

### **Why I choose USA:-**

The United States is renowned for its world-class educational system, which consistently attracts students from around the globe. American universities are recognized for their academic excellence, innovative research, and diverse programs across a wide range of disciplines. The flexibility and dynamism of the U.S. education system allow students to tailor their academic paths to suit their interests and career goals. Moreover, the opportunity to learn from and collaborate with distinguished faculty and researchers provides an intellectually enriching environment.

U.S. institutions place a strong emphasis on the development of practical skills and real-world experience through internships, cooperative education, and project-based learning. In addition to academic growth, students benefit from vibrant campus life, which includes a wide variety of cultural, recreational, and extracurricular opportunities. These experiences foster personal development, intercultural understanding, and a strong sense of global citizenship. This holistic approach to education makes the United States an ideal destination for students seeking both academic excellence and personal enrichment.

### **Why This University:-**

After extensive research, I have concluded that Lincoln University is the ideal institution for my academic and professional goals. The university stands out for its strong emphasis on practice-based learning within a rigorous and forward-thinking academic environment. Among the many institutions I considered, Lincoln University emerged as the top choice due to its unique blend of academic quality, practical experience, and student-focused learning.

One of the key factors that attracted me to Lincoln is its smaller class sizes, which foster more personalized instruction, closer student-faculty interaction, and a more engaging learning experience. Additionally, the university offers numerous networking opportunities through its connections with regional, national, and international organizations, which I believe will be invaluable as I begin building my career. The multicultural and inclusive campus community is another major draw, offering a supportive environment that encourages global perspectives and cross-cultural understanding.

I am confident that studying at Lincoln University will not only sharpen my academic and professional skills but also help me grow personally. It represents the kind of educational setting where I can thrive—academically, socially, and professionally.

Why this course:-

From a young age, I have been fascinated by the way businesses operate—how ideas are transformed into ventures, how strategy drives success, and how leadership and decision-making influence outcomes. Growing up in a world increasingly shaped by global commerce, digital transformation, and innovation, I have developed a keen interest in the field of business management and I decided to Pursue BBA Program. The BBA program offers a perfect blend of theoretical knowledge and practical skills, covering core areas such as marketing, finance, operations, human resource management, and entrepreneurship. I am particularly interested in gaining a deep understanding of how organizations make strategic decisions, how they adapt to changing market environments, and how they drive innovation while maintaining ethical standards. I believe that this program will equip me with the critical thinking, leadership, and managerial skills necessary to thrive in today's competitive business landscape

In conclusion, I see the BBA program not just as a degree, but as a platform to challenge myself, broaden my perspective, and prepare for a future where I can make a positive impact in the business world. I am excited about the opportunity to contribute to and learn from a diverse, dynamic academic community. I look forward to bringing my curiosity, enthusiasm, and dedication to your program.

Pranav Khosla