

STATEMENT OF PURPOSE

I am a very pleasant, diverse, active and intelligent Person. I think one of my most distinguishing characteristics is the diversity of experiences I possess. I am a person with management aptitude and an interest in marketing. I also have a passion for traveling and understanding different cultures of the world. All these elements have given me a very broad outlook, with varying degrees of knowledge in a range of topics. I strongly believe that although some are not related directly, all these qualities will influence my graduate work.

I believe that this unique blend of experiences has made me a person with an original point of view. This blend has given me a broader perspective to and a good understanding of life and a goal to aim for. Among other things, I have this diversity of experience to offer the University. My most substantial accomplishment has been the success of the establishment of my job at RAJ Tour Operator firm that I manage solely with the help of 12 employees.

During the first year of my work in my JOB i.e. RAJ Tour Operator firm I had an opportunity to observe and work with the existing system being used. At the office, I was handling the sub agents,, site supervision, day to day office administration and was also instrumental dealing with clients.

I believe in providing and maintaining non-negotiable high standards and service. Presenting the pros and cons to the management of the upgradation was a very challenging task. I was asked to prepare a proposal regarding the upgradation of the firm. Initially, I imagined this project would be rather simple but it turned out to be among the most challenging and rewarding experiences of my life.

Through a firm-wide survey of operators and several one-on-one discussions of their own preferences and solutions, I found that while everybody wanted an upgradation, they had doubts since they would have to learn a whole set of new skills. In order to prepare a budget, I procured quotations from various vendors and analyzed possible combinations. I realized the necessity of a training course for the office staff. I examined the various training classes that offered private in-house training for the employees. After a detailed analysis, I presented my report to the management in the next meeting. They were pleased with my efforts and pleasantly surprised at the cost of the project since it seemed to be comparatively less than what they had anticipated.

The need of the hour is professionals who are true managers – managers who have to facilitate a radical change in the way market is looked upon today. So I feel doing a BA International Management will help me achieve my goal.

Since my childhood days I have always had a probing attitude and would always want to know about the management and selling skills, which led me to dream to pursue the career in International Business Management. On having successfully completed my Higher Secondary School Certificate Examination in the year 2009, I was prompted to choose a career in Business Management.

Under the able guidance, support and encouragement from my educated parents I have always been a determined, carrier oriented, sincere and regular student since my school

days itself. I have won prizes for “100% Attendance” for various academic sessions during my school days.

I always believe ‘Hard-work, sincerity and consistency leads to success’. I believe that I have the requisite purpose, ability, dedication and experience to be deserving of undertaking the BA Program at your esteemed Institution. The reason for pursuing graduate studies cannot consummate without mentioning my work experience. It reinforced my desire to do further studies and most importantly helped me to identify my actual interest. I was also fortunate enough to interact with some brilliant individuals during this period.

It is with such an aim and purpose that I look forward eagerly to secure admission in your esteemed Institution for my Bachelor’s in International Business Administration. I am confident that I would be able to justify my selection into your University.

Regards

Student Name