

## **STATEMENT OF PURPOSE**

### **Purpose**

I am applying for admission to the MBA program. In particular, I am interested in factors that affect the competitive performance of a business concern, and the manner in which changes in technology affect an organization's structure, long-term business strategy, product development, information needs and standard systems. In order to gain an appreciation of these and related issues, it is essential for me to have a strong grounding in Business Consulting and issues. I believe that the MBA program with concentration in Consulting would be invaluable in helping me achieve these objectives. It would enable me to channel my quantitative and conceptual skills in analyzing business issues and resolve issues concerned with technology as it affects organization strategy, structure and systems.

### **Academic background and Managerial abilities**

Having capped my school education with 68.33% in my Xth grade under the highly regarded Board of Secondary Education system, I opted for Science at one of the India's most with specialization in Physics, Chemistry, Botany and Chemistry for the next two years. Then I completed bachelors in Physiotherapy. My undergraduate life was truly a learning experience. After that I have completed PG Diploma in Business Management. Several events concurred to enrich my personality actively participated in sports, social and cultural activities in college.

I feel that my background has prepared me for such a career. I have found MBA fascinating since my undergraduate days when I realized that my strengths were in providing solutions to the issues where I used an analytical approach which always convinced people around me.

### **Why MBA program in this University?**

I want to do a MBA at your University for many reasons. I have heard about MBA program from my friends and I am impressed with the emphasis placed on technical and analytical skills, general management orientation and rigorous business methodology. The management department at your university is the best academically and other wise and I am determined to maintain high levels of excellence through out my career. As the university takes in only the best students of the world I feel that I will find a competitive environment and succeed in my life. The School's strengths in Business consulting are commensurate with my research interests. The faculty's reputation for excellent teaching, challenging coursework and the excellent facilities are added attractions. I hope that the admissions committee finds my background and strengths commensurate with the requirements of MBA program. A degree from this school would sure help me realise the dreams I cherish.

I request you to grant me an opportunity to enrich my knowledge by interacting with great scholars of your institution. I would be grateful if you consider my candidature favorable for admission with financial support.

Thanking you for the opportunity to express myself.

**Student Name**