

## STATEMENT OF PURPOSE

There is a rapid growth in global organizational concepts. Adaptability, creative thinking and the application of technology are now intrinsic to managing businesses. New technology advancements influence the behavior of business and enables significant transformation. This need to maximize efficiency and effectiveness in such a competitive age is increasingly crucial to the success of a business.

I am applying for Southern New Hampshire University for admission to the International Master of Business Administration. My goal is to pursue a career in Business Administration industry. I finished my Secondary School Certificate from Punjab School Education Board in the year 2000 and secured 64.9%. Further I finished my Higher Secondary Certificate from Punjab School Education Board in the year 2002 and secured 68%. I got keen interest to pursue my further education in the field of Arts & chose to pursue my further education in the field of Bachelor in Arts from Gurunanak Dev University May 2005.

With the use of my specialized knowledge regarding the Arts and Management, to work smoothly and achieve growth and success I believe that I need to know the business administration knowledge as well. Thus I chose to study an international Masters in Business Administration which will give me much of the practical know how rather than the theoretical stuff and this will also give me a practical and international exposure as to how to work with a multinational business unit. This is only possible when I choose an international Masters of business administration.

I came across International MBA in Southern New Hampshire University, USA. This 2 years program taught in Southern New Hampshire University provides students with advanced study in MBA through which specialized knowledge and skills could be used to support and manage the work smoothly in any multinational organization.

I decided to take up this International MBA program which would help and develop my skills, earn proficiency and seek professional exposure. The higher education system is on the leading edge of current trends and up-to-date with what's happening globally. In fact, academics and teachers from many different countries choose to study and work in USA to take advantage of new thinking. It's why large numbers of students from all over the world come here too. All this has given me valuable insights about the education system of USA and I feel that an International MBA from Southern New Hampshire University will broaden my horizons and expand my career potential in the international business arena.

I am looking forward to study in USA to pursue higher studies in MBA. By achieving a MBA program I shall gain practical as well as theoretical knowledge and achieve success in my future endeavors. I'll return back to my home country & will look forward to work in a well known organization and continue with the responsibilities of my family. I assure that I'll learn all the

required skills to manage the organization at my level best. I will work hard to succeed and try to get a better job in a leading organization.

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