



## Statement of Purpose

It is a true adage that success acts as the locus for opportunity and preparation to intersect. Being an enthusiastic and curious individual, I have always engaged in experiences that have not only pushed me out of my comfort zone but have also brought out the best in me. All my endeavors thus far have made me who I am, and have also paved the way for all my future undertakings.

It was my inquisitive bent of mind that had me exploring the world around me and subsequently had me inclined to the realm of business. Hailing from a family of entrepreneurs, I had an early exposure to business and management, in the form of dinner table discussions and site visits. As I grew up, this inclination started to burgeon, after which, there was no turning back. During the course of my intermediate studies, I was introduced to the intricacies of Entrepreneurship and learned to create business plans and customer surveys. I had a glimpse of the functioning of a business as I interned at Estilo and Bellezza ventures. As a part of the marketing department, I was responsible for designing creatives to attract the attention of customers. This experience considerably braced my communication skills and gave me a glimpse of the professional world.

Moreover, my participation in a host of extracurricular activities has helped unleash the interpersonal side of me. From partaking in state-level tennis tournaments to winning medals in the international Karate championship, from participating in the Kung-fu championship to securing an orange belt in Taekwondo, from being a part of multiple theatre workshops to engaging in professional dance sessions; I have never left any opportunity unattended. These experiences have taught me the value of working in a team, have made me more confident, and have braced my communication skills. I have also volunteered at an NGO and have participated in various fund-raising campaigns and awareness drives. I must say, my community experiences have made me more connected to my surroundings.

I wish to channel all the acquired skills towards the next phase of my journey and make the most of every prospect being presented with. I have found my penchant for business and I am ardent to transform into a competent entrepreneur in the coming times. Being the only child in my family, it is my responsibility to take care of my family venture and elevate it to the next level. For the same, I need a higher education program that can equip me with the requisite skills to grow and excel. The Bachelor of Business Administration program offered by the National University of Singapore checks all boxes for me as it is the ideal platform for me to embark on a flourishing entrepreneurial journey ahead. The curriculum is flexible, tailored as per the recent industry trends, and aligns ideally with my learning requirements. It will equip me with the leadership, managerial, and networking skills that I require to grow into bigger shoes. Through this program, I intend to develop my analytical and critical thinking skills and attain a comprehensive understanding of the way a business is managed.



## Sample SOP for Business Management

After completing the Bachelor's program, I seek to apply all the knowledge and skills towards upgrading my family business. I plan to build an international presence for the business and integrate my networking skills to build global clients. For me to build my profile and take my business to the pinnacle of success, the National University of Singapore is an ideal ground. Housing an erudite faculty, flexible curriculum, ample growth opportunities, and multicultural diversity, this University offers every bit of exposure I require to grow and excel. At the University, I bring a sound knowledge base and an unwavering penchant to transform opportunities into accolades. Given the chance, I will prove to be a valuable addition to the NUS community.

SOP

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