



Statement of Purpose

The era of globalization has called for the practical integration of the economies, which has indeed brought the world closer. With emerging trends in technology and business, enterprises have taken their strategies up a notch, to grow in this highly competitive world. Moreover, with the coronavirus pandemic looming over the world, it has become difficult for businesses to enhance their operational efficiency and shift their focus from traditional markets to global targets. In a world full of uncertainty and risk, businesses need sound plans of actions to rely upon to be able to attain a competitive advantage. That is when management comes into the picture. It is where art, science, and craft coincide and open individuals and organizations to a plethora of growth opportunities to make use of, while also dealing with fierce competition. Being a management studies graduate, a Business Development professional, and a potential entrepreneur; I am eager to take a plunge into the complexities of management in the international context. It is this unwavering zeal to grow and excel as a manager that makes me give it the form of an MSc program in Management/Business Management from your illustrious institution.

If I go ponder over my penchant for management, I would say that it budded during my schooling, as I juggled between my studies and my extracurriculars. I was in the school football team, which had me participating in many tournaments, while also ensuring that my academics didn't suffer. This experience made me realize the importance of time management and how important it is to make sure that everything we're involved in is on track. As I grew up, I opted for the commerce stream and that was when I was introduced to the concept of business and management. Owing to my burgeoning inclination, I opted for a Bachelor of Management Studies program post completing my intermediate studies. The program introduced me to the nuances of human skills, marketing, product innovation management, Business Research Methods, Sales and Distribution Management, Brand Management, Principle of Management, Business Planning, and Entrepreneurial Management; all of which considerably built my gamut of knowledge. Keen to further broaden my understanding, I worked on a research project on the Growth of Decathlon in India. This project had me analyzing several aspects such as branding, promotional tactics, and product placement that triggered the growth of this sporting goods retailer in the Indian Market. This experience not only built my research skills but also nurtured my analytical and critical thinking abilities.

In addition to making the most of the academic curriculum, I also had the chance to apply these concepts to my involvement in managing various events during the annual college festival. This included communicating with the team, managing the sponsors, and handling the participants, and making sure that all the elements are in place for the smooth conduct of the events. My engagement in this festival equipped me with sound communication, decision-making, and problem-solving skills, and thus gave me a working understanding of management before I entered the professional milieu. Moreover, I had the chance to work at my father's venture as an employee, and not as his son; which brought along an added



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load of responsibilities. The environment I engaged in gave me a real-time perspective of the way things are managed in an organization and how all the resources are driven to achieve organizational goals. A flourishing experience came in the form of an internship opportunity during the course of my bachelor's program. I interned at Highseas Agencies; a pharmaceutical company for two years and was offered the position of Business Developer by the company post completing my bachelor's. I was entrusted with the responsibility of acquiring new customers in need of pharmaceutical intermediates, and as I performed my duties, I learned about client communication, teamwork, and customer acquisition. However, what piqued my interest, in particular, was the way all the resources were being managed to achieve the organizational goals.

Apart from my academic and professional undertakings, my involvement in sports right from my schooling days has been a huge part of my life. I am a professional football player and have played at state, district, national and international levels. I was a part of the Kenkre Football Club and played tournaments such as the Paris World Cup in France and Iber Cup in Portugal. Moreover, I am an athlete and have represented my college at many athletic events, bagging accolades for the same. My engagement in sports has been quite instrumental in my personal growth as it has made me more confident, has instilled in me the value of working in a team, and equipped me with the knack for dealing with high-pressure situations. Moreover, my zeal to learn and contribute also extends to the community experiences that have made me more connected to my surroundings. I have partaken in various food distribution drives during the pandemic and have extended a helping hand to support the deprived sections of society. I am eager to channel these learnings towards my upcoming endeavors and make the most of every opportunity being presented with.

Having acquired a fundamental understanding of management and ample practical exposure, I now seek to grow into bigger shoes to be able to take up higher-level positions in reputed firms. For the same, a higher educational program seems to be an ideal progression at this stage in my career. I seek to embark on a flourishing and rewarding career in Management and gain sound managerial dexterity to be able to channel all those skills towards elevating my father's business in the long run. To give form to my career objectives, I find an MSc program in Management at the <university name> to be a perfect stride. I wish to expand my existing knowledge and skillset as I attain a hands-on understanding of management principles handling and managing the affairs of the top companies as a part of the curriculum. The program has been tailored as per the recent industry trends, housing a curriculum that is an amalgam of theory and practice. The learnings from this program will help me grow into bigger shoes and expose me to a vast spectrum of opportunities in the world of management.

The <university name> holds its ground for housing some of the top programs for management



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enthusiasts, a curriculum that aligns well with the industry requirements, and learning that transforms individuals into industry-ready professionals. I am certain that an educational program from this university will push me outside my comfort zone and help me build lasting relationships along the way. At the university, I bring along a sound knowledge base, ample professional exposure, and a strong will to convert opportunities into accomplishments. Given the chance, I will integrate every bit of learning towards the offerings of the program, and will also prove to be a valuable addition to the community. I ardently look forward to being a part of the incoming network of graduate students.

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