



Sample SOP for MBA Program

Statement of Purpose

It is a true adage that management is the locus for art, craft, and science to intersect. I relate to the axiom because of my five-year-stint at a management consulting firm, wherein I have garnered the importance and impact of consulting business. I have learned the way implementation and advisory services can help improve operational efficiency. My tenure has not only braced my knowledge and aptitude for management but has made me realise my potential to excel as a management consultant. It is the zeal to explore fresh avenues in the realm of management that makes me solidify it by the way of an MBA program from the revered Imperial College London.

My penchant for management and business isn't something that emerged overnight; rather it is backed by various instances and experiences that have together made me who I am today. Hailing from a humble business background, the seeds of the business were sown quite early in life over dinner table discussions. As I grew up, I found myself inclined towards the working of economies, the interaction of economic agents, the study of scarcity, and the way people respond to incentives. This burgeoning inclination towards the discipline of Economics had me opting for a bachelor's program in the same post schooling. During the course of the program, I was introduced to various concepts that significantly built my repertoire of management. Microeconomics, Macroeconomics, Principles of Economics, Econometrics, Statistical methods of Economics, Money and Financial Markets, Indian Economics, and Political Economics were the ones that intrigued me in particular.

Eager to put the classroom learning to good use, I worked on a research paper based on the growth in the Nehru Era. The paper was titled, "The Indian Economy Since Independence, India Wins Freedom" under the guidance of Dr. Ashish Desai, my Indian Economy professor. The paper was well received and I was appreciated for my depth of research and critical thinking skills. While in college, I never restricted myself to the curriculum; rather explored various other facets of learning. I also enrolled in the National Certified Capital Market Professional certification course offered by NSE in 2014, and completed it with 100 percentiles, securing the first position. This experience not only nurtured my knowledge but also instilled in me the belief that with a strong will, I can accomplish anything in life.

I also engaged in multiple internship experiences that gave me an understanding of the world outside the classroom walls. From working as an academic counsellor at IMS or assisting the analytics team at Times of India, I made the most of every bit of learning being imparted with. The most insightful experience was the one at EduRev Solutions wherein I worked as a Management Intern. As I worked on developing marketing content and recruited interns for conducting campaigns at Delhi University; I garnered strong leadership, team management, and communication skills.

In addition to keeping myself abreast with classroom learning and enhancing my knowledge base by



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engaging in internship experiences, I also made sure to actively partake in extracurricular activities to develop my overall personality. This is where, I believe, that my penchant for management took form. During my schooling, I represented my school in multiple dance competitions and won accolades for the same. Also, by being a member of the student governing body, I learned the value of working in a team, acquired a knack for conflict resolution, and took responsibility. As I entered college, I was provided with the chance to engage in similar endeavours, which enhanced my leadership and communication abilities, and also brought me closer to my community. Whether it was organising placement drives as a part of the College Placement Team or handling the operations department during the annual college festival, whether it was participating in the MUN conferences or business case competitions; I got a fair share of exposure. I also engaged in multiple community engagement experiences that instilled in me the desire to contribute to my surroundings.

The learnings from all these experiences came in handy as I entered the milieu of Kearney soon after completing my bachelor's program. I joined the firm as a Junior Operations Analyst and worked on data validation and updation. Since my job was at the entry-level, I looked for other ways to satiate my curiosity and marked my active participation in team meetings. Whether it was asking questions or suggesting ideas, I tapped every opportunity being presented with and was felicitated with the Immediate Impact Award for going above and beyond within six months of joining. After receiving my first professional award, there was no turning back. After four years of hard work, I was promoted to the position of Senior Marketing Operations Analyst. What began as entry-level has now taken greater form and involved data-driven decision-making.

In 2019, another flourishing opportunity that I bagged was to work alongside the global marketing team at Chicago. Aware of the fact that our company was going through a brand refresh, I took the chance and worked on multiple overseas big projects. My company was quite impressed by my passion to grow and sponsored me an executive education certification in "Leading with Advanced Analytics and Artificial Intelligence" at Northwestern, Kellogg University in Chicago. During this certification, I gained sound insights into creating business value through data science. I attained comprehensive knowledge of the advanced analytics landscape and how the opportunities in this environment can be utilised. This week-long certification not only added a new feather to my cap but also equipped me with amazing international exposure.

At Kearney, I am a part of the global marketing team, and we strive to launch new initiatives and strengthen our network. I am entrusted with the responsibility of managing the alumni team in India, conducting monthly newsletter reporting, and overseeing the quality of deliverables of the team members. Having acquired five years of experience under my belt, I have had the chance to work with



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pursuit teams on LinkedIn campaigns as well as client relationship building. I feel that I possess the potential to lead businesses and embark on a flourishing career ahead. To emerge into a well-rounded professional, I require the necessary managerial dexterity and business acumen. For the same, an MBA program from the illustrious Imperial College London is an ideal stride.

I envision myself working in the capacity of a Management Consultant at one of the top global consulting firms such as BCG, McKinsey, Accenture, EY, and Deloitte; integrating my experiences towards resolving problems across industries and creating a meaningful impact. This program, with its excellent pedagogy and flexible nature, appeals to me, offering just the kind of exposure I need. I am eager to study under the expert mentorship of Professor Nelson Phillips, Co-Director, Centre for Responsible Leadership. His research on entrepreneurial pivots was what intrigued me in particular, and gave me insights into his expertise in leadership, innovation, and strategy. Learning under his guidance will help me explore my interests within the realm of management and help me carve a niche for myself. Through this program, I look forward to gaining robust leadership skills and decision-making skills to cope with the dynamic marketplace. I am confident that as I explore the offerings of this program, all my past academic, professional, and extramural experiences will come in handy.

What I bring to the table is the innate curiosity to explore my surroundings, a strong scholastic aptitude, international industry exposure, and an unwavering penchant to excel. With the learnings acquired from this prestigious institution in London, I look forward to becoming an industry leader in the times ahead. What I seek to pursue all my life is the desire to grow, learn from my mistakes, channelling opportunities into accolades. As I engage in the offerings of this educational experience, I seek to use every single resource at my disposal, build lasting relationships with fellow graduates, and achieve academic excellence. In addition to exploring the program, I also intend to be a part of the extracurricular activities in college. I have been quite inclined to community service throughout my educational and professional trajectory and I seek to continue serving the community just like I have till date.

I am a diligent individual with big dreams, and as I give flight to these aspirations, I will also direct my attitude towards maintaining the reputation of the institution, thereby proving to be a valuable asset to the cohort and the Imperial Community.