STATEMENT OF PURPOSE

The progression in Business and advancement in Business Administration has bewitched me considerably. Ever since I was young, the interest in Business and its concerned fields has been constantly developing in me. The beauty in Business management lies in the process of developing the strategies, plans, procedures, and finances that guide a business on both a day-to-day and long-term basis. Few of my cousins who mastered in Business Management are excelling in the top MNCs and successfully running their respective Business. I am highly triggered by the upgrades in business field which added the inquisitive about the facts beyond its inception.

I completed a Masters in Technology in Software Engineering from VIT(VELLORE INSTITUTE OF TECHNOLOGY)one of the prestigious universities in India. During college, I have taken one of the courses related to the business called Business Statistics and Applications which fascinated me and completely changed my mind towards business. This course gave me many insights regarding the statistics involved and how they play a vital role in the development of business strategies. In the following semester, I actively participated in Krazybee's (Student Loan firm) advertising campaign in VIT as the marketing coordinator for a month and I was recognized as one of the persons who helped VIT grow as a hub for Krazybee. I was part of the marketing campaign accordingly to bring brand awareness among all the branches and given an opportunity as a Campus Manager to take lead for marketing activities to happen in our college. After successful completion of Krazybee, I worked as a Marketing Lead in Byju's(A learning application) marketing campaign during College fest 2018, Efforts from our team led Byju's have a successful campaign and during this second experience in Marketing, I have realized my strengths and weakness.

After graduation, I started working as an Associate Software Engineer in an MNC. This helped me a lot to understand how a corporate works and what it needs to handle the business of an organization. I dealt with product marketing and could understand the efforts needed to bring the client in. I have to develop the organization and coordination of the activities of a business to achieve defined goals. I am an active member of the club named Catalyst in my company which is all about the ideas to start up a company and business techniques. Being a member of this group I learned a lot of things about the Administration and management. I received the best innovative award for one of my ideas. Master of Business Administration degree will help me with understanding the handling of clients, finance involved in establishing a business, understanding of market trends and reaching heights in career.

After all these achievements I still feel there is a lot to learn and conquer. Benjamin Franklin says “An investment in knowledge pays the best interest" this motivates me for continuous learning. My goal is to upgrade my profession using the knowledge of the MBA and in the long run to start a business. This degree will give me the investment and management skills required and balance the business.

Attending some symposiums helped me gain knowledge about the advancements in top companies and start-ups. Observing the huge advancements and demand for human resources fueled my dream of working. All these experiences made me realize to shift to MBA and lead my life with my terms and strengths. Keeping in mind the caliber that the students must have to study in a university, I found that your university is the best that suits my higher education and earn graduation in MBA that eventually helps me to achieve my dreams.