

Statement of Purpose

As a child, I was always very keen and curious to learn new things and to apply them in my everyday life-I enjoyed administration in its minutest form, right from managing and taking care of my siblings (being a part of an Indian joint family) to leading my friends on to various decisions. There is a theory that states that students who travel and study overseas return greatly transformed in outlook and perspective. I've always believed that a leader/manager without an international experience is like food without salt and so, what better way than starting from getting educated in an "international" B-school.

I am currently pursuing my bachelor's in BBA-INTERNATIONAL BUSINESS and will graduate very soon. After graduating from high-school I was in dark and all the negative thoughts consumed me. I couldn't decide on one single career path. One day I wanted to become a photographer and the other day I wanted to become a psychologist. I also wanted to start my own little business. My mom is my biggest inspiration, she is one of the fiercest lady I know. She raised me and younger sister alone. She always taught me the value of a quality education. She told me to calm down and write things I really wanted to do. And then I finally decided to do BBA-IB. I've been so happy since, I even completed an internship in content writing and digital marketing in a small startup company named FETOCO. The whole internship experience was an eye-opener. The planning, the execution, the marketing, everything was inspiring. I learned a lot from it.

I am very sure what my next step should be, and that is MBA. Today b-schools not just focus on your past academic records and management entrance exam score, they want candidates who have a good EQ, critical thinking, Have flair for marketing, finance, people management, analytics, programming, and statistics, etc. In addition to the above, they also have a strong will to 'master' the art of 'business administration.' In short, they want learners who are value-driven and passionate. This degree will help me to work with people across verticals, Prioritize tasks, Manage time, Build, balance and broaden the professional network. I want to apply for an MBA for a number of reasons; one of them being that I am passionate about it, passionate about starting my own company in the hospitality sector. Studying an MBA is almost personal to me. I am passionate to work with people, employee people, makes jobs and see an immediate change in people's life. Therefore, I think pursuing an MBA is the first step in fulfilling my dream. In addition my experiences, my passion and my future plans are in alignment with pursuing an MBA as my career.

Studying in South Korea was always a dream and Seoul is my first love that's why I decided to apply for my Masters at your esteemed university. I grew up watching K-dramas and listening to K-POP. I was very attracted to K-culture, the deeper I got the more it fascinated me. Hallyu wave completely took over the Western world. Korean culture is profoundly influenced by Confucian principles and this pervades not only personal lives, but also business. Confucianism supports group harmony, respect for elders

and authority, the importance of family, friendship and ancestors, and also, tradition. South Korea in whole inspires me a lot. Its rise from one of the poorest countries took the world to a developed, high-income country in a period few generations is very astonishing. The country taught me how to tackle with extreme economical crisis. has earned a reputation as a leading global information and communication technology center and is ranked second in Bloomberg Index of Most Innovative Nations 2020. With its cutting-edge ICT infrastructure boasting the world's fastest internet speeds. It is a home to world famous companies like POSCO, LG, Hyundai, Samsung and of course BTS.

Although the MBA program is aimed at working professionals with significant business experience, there will still be lots of new things to learn. MBA program looks at the whole field of business and explores management, marketing, finance, HR, operations and more. The curriculum is challenging and will allow me to develop my abilities further. It will enhance my knowledge and provide me with so much competence. The MBA is a globally-recognised qualification so it will open up greater opportunities to work in a country or geographical region of my choice. I believe that doing MBA will transform me into a completely different person, better more confident and knowledgeable person and someday I hope can give back to the society and share my learnings. I know with the help of this degree I will excel in my field. After completion of my masters I plan to start up my own business in hospitality sector which requires a great amount of planning, operation and execution abilities and I think that the immense skills and the extra push that this degree gives will provide me with a great backing.

Thus, I want to do my Masters in Business Administration to sharpen and accumulate the following skills:

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- Sharpen my general management skills to be able to venture my own business group.
- To have an international degree and education which will help me ultimately bring an internal growth in my Group and to set up world wide with marketing network through exposure with students from all over the world and with an alumni scattered all over the world at various positions.

My natural learning inclinations, my sojourn to the fulfillment of the quest of understanding an exciting branch of Management, coincide with the learning facilities available with your University in the form of expert faculty members. Having gone through the details about the curriculum, the international reputation that your institution enjoys today I'm positively inclined to opt for your University. I am positive that the student life

at your university will give me the exposure and opportunity to interact with fellow students and have an exciting inter cultural experience.

On a personal front, during my program, I aim to accomplish a high level of understanding of the various aspects of marketing, operations, investment and business ethics. I hope to improve my leadership abilities and develop an innovative approach to problem solving and decision making. If I am given an opportunity to pursue my MBA in international business from your university of repute, I assure you that I shall display consistent performance in the class, shall actively participate in the discussions and excel academically. I would also contribute in various other activities in the campus in every way I could. I shall put in my best efforts and work diligently towards the successful completion of the course. It would indeed be a very rewarding experience for me and will greatly help mold my career in a field of international business and help me become a seasoned professional in the days to come. I consider this an opportunity, not only to complete my MBA, but also interact with peers and have a very rewarding exposure to a different lifestyle in an internationally acclaimed university such as yours.