

## **STATEMENT OF PURPOSE**

I, Mr. Krishna Gupta, am under graduated as Bachelor of Electrical and Electronics Engineering at JNTU-CEH, India. During course of study, it has made me realize that Engineering is so much an art as much as it is a science. It requires creativity, excellence and moreover, it aims at the overall development of the individual in theoretical as well as practical aspects.

The management aspect of business fascinated me with two things. Firstly, with experience at TCS where I worked for North American Clients for 3 years in Banking & Finance domain. During working period, I understood how the business flow, its importance and impacts in global level. Secondly, may be because of the fact that I come from a family where my father is an entrepreneur who believe that nothing in life is easy, and that if a thing is worth doing, it's worth doing very well. I aspire to continue my Family business to an International Level.

International business management refers to the effective management of business operations that are to be performed across various countries. It will help me to see the larger picture when it comes to developing solutions for a future employer with global implications. A firm should be aware of various issues while entering foreign markets. I want to fully explore the knowledge of Exports, Imports, and Business Management, fully expand on the insights that it provides and get my career started. In addition, I am interested in the topics covered particularly; Decision Making for International Managers and International Business Strategy.

One aspect that drawn me to this segment is its requirement of a high degree of boundless creative and analytical skills. The fact that it is people oriented is another aspect, as people I believe are the greatest source of knowledge. The international environment and the challenges of a diverse academic, social and cultural background will help me identify and develop new talents and capabilities. Ten years from now, I see myself as a well-rounded, self-reliant entrepreneur.

Every industry is facing stiff competition, not just from local businesses but also from global giants. Our company is no different. We have, thus far, been able to sustain a leadership position in the domestic market for our core products. Nevertheless, we understand that the potential is huge and goes much beyond solely Nepal boundaries. I would like to tap this underlying potential, to be instrumental in transcending domestic boundaries and in exploring fresh markets for our products. In pursuit of such an ambitious scenario, I am determined to do my MBA. A broad-based MBA-IB program will fill all the existing gaps in my knowledge, train me to be a part of the global corporate arena, and equip me with the weapons to conquer its many challenges. I shall learn to forge my way through the many unexploited avenues of international business.

In a business world that is increasingly heading towards seamlessness, an MBA programme with a focus on Entrepreneurship and International Business will equip me with the

requisites to effectively execute the ambitious divergence and growth plans of my organisation, guiding it from being a leading player in the domestic market to becoming a reputed global contender in its sphere of activities.

Concurrent with my MBA, I aim to develop into an all-round entrepreneur with a pursuit that your program will help me to explore and exploit my entrepreneurial instincts. I hope to be able to use my experiences and the skills that I gain through this MBA degree program in order to be a business consultant, helping businesses grow their presence internationally through productive negotiations, acumen and mutual respect.

I am eager to continue my progression by enrolling MBA-IB from your university as your university is renowned worldwide. I firmly believe that studying International Business at your university will further hone my talent & capabilities in Business administration, equipping me with the opportunity to work within global business sphere. I am looking forward to sharing my experience and dynamic classroom environment of your university.

Thank you for your time and consideration.