



**University Admission SOP Sample
MBA University of Edinburgh and Durham University UK**

Statement of purpose

Please give a short statement that describes your academic interests, purpose, objectives and motivation in undertaking this postgraduate study.

With the habit of never being content with the amount of knowledge possessed, I am always in the thirst of learning new trends muddling through the fast-paced society. After delving into the management areas for years, I have come to regard management as one of the most significant aspects from an individual and a corporate standpoint. Having had more than a decade of experience, I have seen how things operate effectively and appreciated the enormity of management techniques to run a business. Working at significant firms worldwide has given me a lot of experience dealing with clients and knowing what the market requires. I've also been heavily involved in hiring, coaching, and developing champion individuals who can be team leaders and help the firm expand and achieve new heights. Furthermore, due to the nature of the business, my role has always been working with and reporting to CEOs and Co-Founders. As a result of my considerable experience in various startups and corporate as a leader and managing mid-management employees while earning hefty fat checks, I want to further refine my personality by taking an MBA program. I made this decision because I believe that learning is a continuous process. I want to learn more about effective leadership, real case studies and live projects, strategy execution, management frameworks, and so on to join the C-Suite club in the coming years, i.e. roles such as Chief Business Officer, Chief Revenue Officer, VP, Growth, VP, CS, and so on.

Pursuing an MBA course, I would understand more about business and management fundamentals to take my stagnant growth at the middle management level to the next echelon and improvise my personality with advanced business rudiments and information management skills. By incorporating the skills of the MBA program, I would become proficient in successfully drawing correct conclusions, developing and executing business plans, leading change, driving productivity and creation, making reasoned judgments, tackling complex issues, solving problems, filtering important information from unimportant information, identifying potential pitfalls, responding to a crisis, inspiring people, making difficult decisions, and finally establishing my own business entering C-Suite leadership roles.

Coming to my prospects, my short term goals are to work for a <Firm Name> consulting firm and take on C-Suite roles within the first five years, leveraging my decade of hands-on experience across different industries. While in the long haul, I envision myself as a Social Entrepreneur, finding a way to make a difference in people's lives in the most sustainable and lucrative practice, improving society with my continual efforts in aiding impoverished children to implement concepts that I have already begun conceptualizing.

Relevant Knowledge/Training Skills includes details of required laboratory, computer programming, specialized software packages skills, or voluntary work that you have undertaken pertinent to the programme. If you have not yet finished your first degree, please tell us about the programme of study you are taking

I come from a background where academic learning is enormous. Post completing my high school and senior secondary with significant results. I went for a bachelor's of Science (Hons) in Chemistry from <College>. Soon after completing my under graduation, I initiated my career as an entrepreneur, where I co-founded <Name>. On this <Type> website, the students could rent and buy <Products>. Longing for foreign exposure, I stepped into the corporate world, got the opportunity to outshine on global terms, and started working as <Profile> at <Company>, <Country>. Since then, there was no looking back, and with each passing day, I was introduced to new opportunities to learn, explore, and expand my professional capacity. Then, I was promoted to <Profile>, at <Company> and then even further to <Profile> at <Company>, <Country>. Being recognized as the growth hacker, I was then offered the role of <Profile> again in <Company> at <Company>. Finally, I am currently at my highest job role, a <profile>, <company>.

To summarize my significant professional experience in various SaaS industries, I have established key capabilities in CXO Sales, Account Management, Customer Success, and People Management and a proven worldwide track record in servicing and extending client relationships. Also, I've become a growth-centric pro, dealing with a high-growth landscape,



experimenting and creating procedures, and, most importantly, expanding the firm from zero to one. Growth is something I've seen, delivered, and been a part of!

Being an individual with high aims, I've never confined my talents to academic and professional pursuits and have always believed in holistic growth, including substantial extracurricular activities. To give you an idea, I was actively involved in numerous social care projects in college while also enjoying public speaking and outdoor sports. In addition, I won a <Event> at <Country>, defeating over <Numbers> players. Furthermore, as a passionate social philanthropist, I led countrywide <Workshop's Name> in rural India, promoting entrepreneurship and successfully establishing two small scale plants in <State>and <State>, employing <Numbers> people. In addition, I served as a <Designation> for <NGO's Name> for <Period> and worked with four orphans living in government shelter homes and provided career and financial counselling and also have been a <Profile> at <NGO> for <Period> where I worked with the University to set up new marketing ideas. Now, last year, I created a local initiative for impoverished children in which I enlisted the help of <Numbers> volunteers. On weekends, I conduct academic sessions and midday meals with the assistance of these volunteers. To make this a systematic organisation, I will shortly form an NGO trust under the name <Name> utilising my mother's name, who always encouraged me to make the world a better place.

Regards

<Name>