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## Statement of Purpose

### **Application for Bachelor's in Business Administration**

*University of St. Gallen, Switzerland*

In a world where technology and business are increasingly intertwined, I find it essential to bridge the gap between these two domains. I am eager to pursue a Bachelor's in Business Administration (BBA) at the University of St. Gallen to develop a comprehensive understanding of the business world while leveraging my background in technology. My goal is to become a versatile leader who can effectively navigate the challenges and opportunities in the ever-evolving business landscape.

Throughout my academic journey, I have consistently pursued excellence. I achieved a score of 98% in my 10th standard, where I studied subjects such as Mathematics, Physics, Chemistry, Biology, Social Sciences, English, and Telugu. Following this, I scored 89.3% in my 12th standard, further solidifying my foundation in analytical thinking and problem-solving. Currently, I am pursuing a Bachelor's degree in Computer Science, which has provided me with technical skills in programming, data structures, and algorithms.

While my technical education has been valuable, I have developed a strong interest in the business sector. I have taken marketing courses over three consecutive semesters, which have enriched my understanding of market dynamics and consumer behavior. Additionally, I have participated in soft skills courses each semester that focus on communication, critical thinking, and presentations. These experiences have not only honed my ability to work effectively in teams but have also fostered my creativity and innovation through group projects.

Choosing to pursue a Bachelor's in Business Administration rather than a Master's is a thoughtful decision. I believe that starting with a Bachelor's will provide me with a solid foundation in business principles, enabling me to understand key areas such as management, marketing, finance, and entrepreneurship. This knowledge will be crucial as I work towards my long-term goal of establishing my own business or taking on leadership roles within an organisation.

Switzerland has long been a beacon of innovation and quality education. The University of St. Gallen is particularly appealing to me due to its reputation for excellence in business education and its focus on real-world applications. I am excited about the opportunity to learn from esteemed faculty members, collaborate with diverse peers, and engage in hands-on projects that reflect the challenges faced by businesses today. I believe that studying in this vibrant and multicultural environment will significantly enrich my personal and academic growth.

In conclusion, pursuing a Bachelor's in Business Administration at the University of St. Gallen is the next crucial step in my academic and professional journey. I am eager to embrace the

opportunities that this program offers, and I look forward to contributing to the dynamic community at St. Gallen. I am confident that this experience will empower me to make meaningful contributions in the business world, where I hope to integrate my technical background with effective business strategies.