**STATEMENT OF PURPOSE**

**To the Admissions Committee,  
SMK University of Applied Sciences, Lithuania**

The world today is interconnected like never before, and global business is the key to shaping the future of industries, economies, and societies. I believe the ability to navigate the complexities of international markets, manage cross-cultural teams, and lead innovative strategies is essential for success in this new era of global commerce. This belief drives my passion for pursuing a Bachelor's in International Business at SMK University of Applied Sciences in Lithuania. The fast-changing nature of the global business landscape excites me, and I am eager to contribute to it, armed with the knowledge and experience that SMK University offers.

My fascination with business began at a young age, but it was during my time studying Computer Commerce at St. Stephen’s Higher Secondary School that I realized the true potential of global markets. As I delved into business concepts like financial management, marketing, and economics, I began to see how interconnected the world’s economies are. This sparked my curiosity about international business and led me to explore how businesses thrive in diverse and competitive environments. I am now motivated to develop a deeper understanding of international trade, cross-border financial management, and the cultural aspects that influence global business strategies.

In addition to my academic foundation, my professional experience as a Business Development Executive at A and A Traders, from August 26, 2021, to September 15, 2024, has played a pivotal role in shaping my career aspirations. During my time at A and A Traders, I was responsible for identifying new business opportunities, managing client relationships, and contributing to the company’s growth strategies. This experience allowed me to gain firsthand insight into the practical aspects of business operations, including market research, financial analysis, and project management. My role required me to work closely with cross-functional teams and interact with clients from diverse industries, which honed my communication skills and my ability to adapt to dynamic business environments.

At A and A Traders, I developed and implemented strategies for expanding our client base, leading to a noticeable increase in revenue. I gained experience in international trade by identifying potential markets and crafting customized proposals for clients across borders. This exposure deepened my understanding of the complexities of global business transactions, the importance of cross-cultural communication, and the need for strategic planning in international markets. This professional experience has motivated me to pursue a formal education in International Business, where I can further enhance my understanding and gain more specialized knowledge in areas like global marketing, strategic management, and cross-border financial management.

I chose to apply to SMK University of Applied Sciences because of its outstanding reputation for fostering a practical, industry-driven education that is directly aligned with the needs of today’s global business environment. The university's unique approach to teaching, which integrates real-world case studies, internships, and direct interaction with industry professionals, will allow me to gain valuable hands-on experience and practical insights that extend beyond textbook knowledge. This is the type of learning environment I am looking for, where theory and practice are intertwined to prepare students for the challenges they will face in the international business world.

One of the key reasons I am drawn to SMK University is its global perspective. The opportunity to learn from a diverse cohort of international students and professors will give me a rich, multifaceted view of business, allowing me to develop cross-cultural communication skills that are critical in the global marketplace. As businesses continue to expand across borders, understanding cultural nuances and managing diverse teams will be integral to my success in international business. At SMK University, I will be able to engage with individuals from various backgrounds, enhancing my ability to navigate complex international business challenges.

Moreover, Lithuania’s strategic location within the European Union, its rapidly growing economy, and its increasing role in international trade make it an ideal place to study International Business. Lithuania is a key player in the European market, and studying here will provide me with a firsthand understanding of how businesses operate within the EU and how they expand into new markets. With Lithuania’s focus on innovation and technology, I am excited about the possibility of exploring how digital transformation and global connectivity are reshaping international business strategies.

The International Business program at SMK University offers a comprehensive curriculum that is perfectly aligned with my career ambitions. I am particularly interested in courses such as international trade, global marketing, and strategic management, as these will provide the foundation I need to become an effective leader in the international business arena. I am also excited about the program’s focus on entrepreneurship, which will allow me to develop the mindset and skills required to think critically, innovate, and lead new business ventures in a globalized world.

In the short term, I envision myself working for a multinational corporation, where I can apply my knowledge of international markets to help the company expand its global footprint. I am particularly interested in roles related to business development, market expansion, or global marketing, where I can directly contribute to building and executing strategies that drive success in foreign markets. In the long term, my goal is to start my own international consulting firm, where I can assist businesses with market entry strategies and global operations, helping them overcome the unique challenges of working in diverse regions and economies.

The combination of SMK University’s practical learning approach, its international focus, and Lithuania’s dynamic business environment will provide me with the tools and experiences necessary to succeed in the fast-paced world of international business. I am excited to immerse myself in a program that will challenge me, inspire me, and help me develop into a well-rounded global business professional.

Thank you for considering my application. I look forward to the opportunity to contribute to the academic community at SMK University of Applied Sciences and to embark on a journey that will shape my future in international business.

Sincerely,  
**Amal Rajan**