

STATEMENT OF PURPOSE

“Leadership is the capacity to translate vision into reality.”

— Warren Bennis

As Warren Bennis said, leadership allows you to turn your visions into reality. However, for that, I must recognise my capabilities as a leader. In that case, choosing a Bachelor's in Business Administration can be an ideal choice for pursuing my undergraduate studies at the University of Toronto. This decision usually stems from a precise academic vision, long-term career strategy and my commitment to business advancements in my native country. This subject aligns well with my curiosity, professional ambitions and academic strengths.

During my secondary classes, I started developing an interest in subjects like business studies, organisational behaviour, mathematics and economics. These subjects strengthened my decision-making and analytical skills at an early stage. Additionally, introduced me to a diverse range of business concepts, such as financial planning, recruitment and market structures. Due to my keen interest in these subjects, I performed well in my academics consistently, which shows my discipline and dedication. Along with my studies, I participated in several school activities, including charity events, business debates and football games, where I enhanced my skills and learned about teamwork, problem-solving and leadership. Therefore, I Eva Rai, decided to pursue Bachelor's in Business Administration from the University of Toronto.

WHY BACHELOR'S IN BUSINESS ADMINISTRATION?

My interest in entrepreneurship was increased further by observing actual-world practices, especially how organisations adapt to dynamic consumer behaviour and marketing strategies. I gained exposure to marketing strategies, start-ups and finance management when I was studying these subjects to expand my knowledge. For instance, during my vacation, I started going with my father to understand how real business actually works. I started helping him in preparing the business ledger and preparing marketing strategies, where I understand how important it is to educate customers about your brand to promote your product. That was the time when I realised the practical functions of a business. Also, it encouraged me to pursue my Bachelor's in business administration.

I understand the importance of a globally valuable degree, due to which I have selected the University of Toronto to pursue this program. The institution is known for offering degrees recognised internationally that align well with my aim to work in an international firm. Moreover, the college focuses on equipping students like me with real-world skills that will prepare me to work in a real business setting. I am curious to be a part of this program and work on case studies, collaborative projects and internships, which are crucial for working in a business firm. Moreover, the multicultural environment of Canada will enable me to connect with people from different backgrounds, enabling me to develop a vast understanding of universal business functions.

WHY BBA FROM THE UNIVERSITY OF TORONTO?

The key reason behind choosing the BBA qualification from the University of Toronto is that it offers an inclusive curriculum, which covers vital areas, like marketing, business law, strategic management, human resource management and accounting. These subjects play a key role in building a robust foundation in business, controlling, and administration work. I am specifically interested in enhancing proficiencies in communication, critical thinking and leadership that are vital to succeed in the current business environment that keeps on changing. By enrolling in this course, I will get the opportunity to work on live projects and internships that will further increase my understanding of these subjects. Also, it will help me understand the corporate culture, structure and internal business policies.

LONG-TERM CAREER GOALS

These opportunities align with my long-term goals, which are to establish my own business firm in India after completing my graduation and developing the key skills required to operate a firm effectively. After obtaining my BBA degree, I will return to India and join my family business to expand it in the entire country. The business culture in India is evolving rapidly every day, with a high demand for experts who possess international exposure and modern management skills. It is one of the vital reasons that motivated me to pursue the BBA course from this university. I aim to learn innovative methods to operate a business and acquire modern knowledge that I will apply in my father's business and contribute to his growth.

Moreover, I have a strong economic and personal connection to my country, which inspires me to do something for my society. I will expand my ancestor's business on a large scale to create employment opportunities in my city. My family resides in that city, and I feel deeply linked to my social and cultural environment. Moreover, I see prominent career prospects in India that align perfectly with my plans. These factors collectively reinforce my objective of returning home after graduation and utilising my knowledge in productive ways.

FINANCIAL ABILITIES

I am completely aware of the increasing cost of living in Canada, which is why I have prepared for my finances in advance. My education will be funded entirely by my parents. Here is my financial budgeting for the next three years.

Tuition Fee for the 1st Year (fully paid)	CAD \$22,000 paid
Living expenses for the 1st Year (fully paid)	CAD \$27,400 paid
Funds Required for 2nd & 3rd Year	Tuition Fee for 2nd & 3rd Year: CAD \$66,000 Living Expenses for 2nd & 3rd Year: CAD \$70,500 Total Requirement of Funds: CAD \$136,500

Available Funds for 2nd & 3rd Year	CAD \$160,000 (Savings and ITRs)
Excess Funds (In CAD)	CAD \$160,000 (Available funds) – CAD \$136,500 (Required Funds) = Excess: CAD \$23,500

I understand studying abroad can be challenging due to different languages, cultures, academic systems, and surroundings. But I will adapt to this environment because I am confident about the adaptable skills that will help me adjust quickly. My prior experiences have assisted me in developing resilience, time management and independence skills that are crucial for sustaining in these situations easily.

In essence, pursuing my Bachelor's in Business Administration from the University of Toronto is a rational decision that matches with my career objectives, personal aspirations and academic background. It will provide essential knowledge, international exposure and proficiencies that are required to succeed in business.

Thank you for your time

Warm Regards

Eva Rai