

2016

CATKing Achievers Workshops

NMIMS Sample SOPs

[BY NMAT TOPPERS]

Sample SOPs to help you prepare. Join the CATKing CDPI Faculties to Win this Saturday 6 to 9 pm
Andheri - 9029077114

STATEMENT OF PURPOSE

My primary objective in seeking a post-graduate degree in Business Administration is to acquire managerial skills that will help improve the quality of my life and benefit the organization(s) that employ me. An MBA degree will help me gain proficiency in a wide array of subjects and teach me skills that will be of help in both my personal and professional life.

A post-graduate degree in Business Administration will expose me to a variety of programmes like Business Statistics, Economics, Financial Accounting, Marketing, Human Resources, and Operations, among other subjects. It will also prepare me for management-level positions in the industry. It will improve my leadership skills by giving me the opportunity to lead teams in group assignments. Regularly working as a part of a team will also help me to better co-ordinate my efforts with my team members. I will be required to give presentations, which will enhance my communication abilities. I believe that these aforementioned skills will complement the values and skills that I have imbibed in my life and make me a better person both personally and professionally.

Ever since I was introduced to books at a very young age by my grandfather, I have been hopelessly addicted to them. I have scarcely undergone a day without reading something – be it a book or a newspaper. Reading has improved my concentration immensely. I owe a lot of my academic grades to reading. Reading has also broadened my worldview and provided me with an understanding of human nature.

I am currently in the final year of obtaining my bachelor's degree in Engineering (Information Technology) from Rajiv Gandhi Institute of Technology, Mumbai. In college, I was part of the Event Management team of the Association of Budding Information Technocrats (ABIT), which is a college-level society formed by the department of Information Technology. I was responsible for organizing seminars and workshops along with my colleagues in ABIT. I understood the dynamics of working in a team and the nuances of organizing an event during my two-year stint in ABIT. I am also part of the Creative Writing team that is responsible for putting together the inaugural college magazine.

Through the course of my life, I have inculcated certain values that have stood me well. My parents taught me to always be polite and to treat others with respect. I had a propensity to lose my temper when I was young, but I have learned to curb my anger over time. I am able to communicate effectively without necessarily having to be loud and outspoken. I can understand and accommodate points of view contrary to my own. I have always tried to learn from my mistakes and made conscious efforts to not repeat them. I know I still have a lot to learn and I believe that NMIMS is the best institute to help me in this regard.

NMIMS's School of Business Management (SBM) is one of the most prestigious B-schools in the country. Situated in the heart of Mumbai, SBM has vast experience in the field of management education. It has been turning students into industry-ready professionals for more than 30 years now. It also boasts an excellent placement record which is an added incentive.

SBM follows a case study based approach to teaching by engaging both the academic community and corporations to conduct courses based on the same. This will encourage independent thinking and improve my decision-making capabilities. In the first three trimesters, a common syllabus will be taught to all students. This will provide a thorough understanding of all important management concepts and help me choose my specialisation. SBM goes to great lengths to make students feel at home through its Mentorship programme. Students are required to apply the theoretical concepts learned in the classroom on live industry projects. Regular workshops, seminars and guest lectures conducted by industry professionals are other attractions. These are the reasons I am applying to the Full Time MBA course at the School of Business Management.

Thus, I believe that SBM is best equipped to help me achieve my objectives. I have no doubt that I too will contribute to the forward march of NMIMS by always giving my best efforts, if selected.

Statement of Purpose

I am a Computer Engineer with two years of work experience with IT and Consulting giant, Accenture. My short-term goal, when I joined Accenture, was to gain as much knowledge and expertise as I could from the organization and to put in practice what I had learnt in my years in Engineering College. However my long-term goal has always been to branch-out into other aspects of enterprise management including finance, strategy and sales.

Working with a well-established MNC has further strengthened my resolve to gain a more wholesome view of how a company functions, and what factors contribute to the overall decision-making process. Additionally my experience in Business Intelligence (my major area of work in the last 2 years) has helped me realize the importance of analytics on an organizational level rather than just the technical level. Business Intelligence is important because it enables users to make decisions that affect how an organisation is run. Simply put, it involves PEOPLE and TECHNOLOGY in equal measure.

I believe my experience in BI and my background in Engineering will allow me to adapt, adopt and understand domain knowledge and apply the same for corporate growth. I am a quick-learner and wish to learn more than anything. I am willing to work as hard as it takes in the process. I also believe my creative bent of mind will help me immensely in the process of learning.

NMIMS has established itself as one of the premier institutes for Management education in the country. The course offered by the institute is what I believe I need, to gain an overall understanding of the various aspects of management to allow me to make informed decisions regarding my career. I would be honoured to get the opportunity to study under its renowned faculty and I look forward to getting the chance to study amongst the brightest students in the country.

Statement of Purpose

Name :

My purpose of pursuing MBA is to fulfill my career goal of working as a consultant in the financial services domain. I envision myself as a leader rather than being a follower and leading the strategic planning and decision-making process. An MBA from Narsee Monjee would duly complement my work-experience and fast-track my learning process. Through the curriculum and distinguished faculty, I will gain in-depth knowledge of various business functions like marketing, HR, sales, finance, operations and the interactions between them.

I have gained analytical and quantitative skill-set from my education so far. Right since my school days, I have been good in academics. I also have a keen interest in extra co-curricular activities which have added an extra dimension to my personality. In the last semester of my college, I worked with TCS for the industrial project. The project was regarding Revenue system of an emerging country which introduced me to the finance domain. Currently I am working in a sales application with a client company which is in the top 100 in Forbes and Fortune 500 list. I work on the deal submission module which is one of the most critical modules in the application. Any issue is the highest priority issue and directly affects the sales of the client company. This experience has taught me how to effectively lead under pressure and work with teams from different companies towards resolution.

I believe learning is a constant process. I am constantly on the lookout to learn new things, seek knowledge and evolve myself into a better individual. Case studies, discussions and Empirical study exercises with a class of versatile individuals from diverse backgrounds would open up the vistas of learning and widen my perspectives. The learning by doing approach would help me take correct decisions in real life critical situations. The extra-curricular activities, business simulation games would hone my team-work and leadership skills which would help me manage events effectively. Guest lectures from eminent management gurus and industry experts would provide me new insights. Personality development workshops would contribute to all round development. Moreover I will form a network with the best faculties, industry experts and diverse brains from all walks of life which would be great guiding resource for the future.

Thus the niche experience at Narsee Monjee will not only help me gain expertise in my desired area of consulting but will be an asset for life.

Statement of Purpose

Variety, as they say, is the spice of life. In my span of 25 years, I have fortunately been blessed with a gamut of experience, which has helped me to grow as an individual. I have done my schooling from Kolkata, graduation from Sikkim and now I work in Chennai – three crucial phases of life in three different parts of the country has nurtured me and made me the individual that I am today.

My nascent days were shaped by the Congregation of Christian Brothers at St. Mary's Orphanage and Day School and later at St. Joseph's College, Kolkata. Right from the onset, I was taught the importance of discipline, dedication and service towards the society by my beloved teachers. Compassion, perseverance and desire to grow as an individual has been a part of me ever since. The regular Socially Useful Productive Work classes have also brought me face to face with the struggles and ailments of the underprivileged and has inculcated in me a strong desire to bring about a change.

This is perhaps one of the reasons for seeking a master's degree in business administration. I aspire to be in a position, where I can contribute to the development, well-being and upliftment of the society. As a citizen of the Republic of India, I have accountability towards our society.

Having been in the Information Technology sector for over 30 months, I have gained hands-on experience as to how the business works at the grass root level. In my tenure at Infosys Limited, I have always strived to achieve the best – for client and organization alike. Recognizing my hard work and determination, I was awarded the Infosys Retail Award for Excellence in the second quarter of 2010-11. However, I now feel that it is time for me to make a transition to have a better understanding of the business side of things. Not only will that widen my scope of work and give me functional independence, but will also enable me to be in a decision-making position, that can impact the corporate sector of the country and their subsequent stakeholders.

Mumbai is India's financial capital and NMIMS has carved a niche for itself ever since its inception in 1981. With an illustrious alumni-network, a dynamic peer group and an eminent faculty, it is surely one of the best choices in the country, as far as management education is concerned. Also, NMIMS has been a pioneer, not only in the field of imparting quality education, but also in developing the Indian society.

Another facet of my personality, which if not mentioned will render this Statement of Purpose incomplete, is my love for football. The sport has been a part of my life ever since I remember. Not only has it shaped my personality, but has also instilled values in me in the form of team-work, optimism and the desire to work hard. My passion for football has only proliferated with time and now I run an Indian football website – TheHardTackle. The objective is to spread awareness about the sport, which once did India proud in the international arena. Although embryonic, I harbor a desire to contribute to the growth of football in India and subsequently to develop the society through my endeavor.

I have always been an ardent believer of the fact that growth and evolution is a never-ending process and an individual can only get better with sustained perseverance. As an individual, I have a strong urge to contribute to the society and a leap towards the management side will help me contribute more. With this aspiration I seek admission to NMIMS, and look forward to fulfil my dreams.

STATEMENT OF PURPOSE

My native place Muzaffarpur, is world famous for production of a delicious fruit called Litchi, also known as queen of fruits. Litchi from Muzaffarpur is being exported not only to different parts of the country but also to abroad. Hailing from a farmer family of Litchi myself, I see great business opportunity in this. Right now, we are forced to sell the produce to middlemen or local businessmen as people are not aware of the proper channels. Although my state Bihar is largest Litchi producing state in India, business opportunity in this field has not been properly explored so far. India is second largest Litchi producing country in the world but it contributes only 1% to world trade in Litchi. Also, it is being traded only as a fruit mostly, while in other countries, canned Litchi, Litchi Squash, Litchi jam, even Litchi wine is quite popular. I want to make a career in this segment. I tried my hand at business of Litchi some time back. However, I was not able to earn handsome profit. Then I decided to get formal education in Business Management and re-enter the field. I have been planning about this for past 3-4 years and thus have tried my best to improve my negotiation and leadership skills.

During my college days in CUSAT, one of the premier institutes of Engineering, I focused not only on my academics but also on other skills. I headed IEEE CUSAT student chapter for the period 2007-08. I have conducted many workshops and sessions during my tenure. After completing my college, I joined TCS and have actively participated in extra-curricular activities. For instance, I have served as SAA of TCS Maitree Toastmaster's Club, Chennai and was nominated for Chairman of the club. I was in charge of arranging the weekly Toastmasters meeting. I have been working with an NGO called Disha Foundation for past 2 years to have a firsthand knowledge of socio-economic fabric in southern India. I have worked as scribe for visually challenged people and teacher for underprivileged kids. With 3.5 years of experience in the Industry and after serving at key positions in some important organization, I think it is time that I start working on my vision. I want to start my own venture of selling Litchi fruits and its products. Being a premier institute of management in India, I expect Narsee Monji will help me in learning the nuances of business involved and familiarize me with export/import and proper channels of it so that I can leverage it for my venture.