

SOP stands for Statement of Purpose. SOP is basically an essay in which you have to write the purpose of applying to a particular university or course. While following the general rules of essay writing a SOP needs to be written in paragraph format. For getting admission to any University or College, a aspirant candidate must submit a Statement of Purpose. The SOP helps the admission officer to understand a lot of things about you like – where you come from, what are the hardships you've been through, your academic, your professional experience (if any), your personality, whether you'll be able to fit in the environment or not and a lot more. The SOP provides you with a chance to tell your story in your own words.

While writing SOP, keep the following points in mind:

Make sure you start with an attractive introduction that will hold the reader's eyes and convince him that you're an equitable candidate for admission.

Stick to a word limit. (MAX 950~1100 words) Don't exceed the word limit as the readers will not have the time to read long statements..... Don't write below the word limit as it will make the admission department feel that you don't have enough to talk about. **Always stick to the word limits.**

Make sure that the content and font you use should not be flashy. You should not sound boastful while talking about your achievements and should be humble and polite while writing your SOP. Make sure you use simple and plain fonts. Talk about your credibility and achievements. **Last, make sure your content is original and not plagiarized.**

Given below is an example SOP for reference.

#### ABOUT MYSELF

I, Mr. Your name born on (DOB) in (City name), (state name), would like to apply to study the Master of Business Administration at (University name) UK. I would like to upgrade my qualification and career from (University name) which would help to achieve my aspirations and I am certain that education from this International Institution of UK will provide me with the right opportunity to achieve my career goals.

I have completed my Secondary School Education in (School name),(place name) in the year of (completion year) in which I secured (division) division with (number) CGPA. My schooling revealed my interest and I have chosen Math's, Economics. Commerce stream for further education and completed my Intermediate examination from (Intermediate college name), (place name) in the year ( year) with (number)% After my Intermediate I decided to pursue Degree course name. I joined (B.Com/ degree) in (Degree College name) which is affiliated to (University name), place, and I have completed my Bachelors successfully in (year) with (number)% I am especially interested in Master of Business Administration course particularly fascination. So, I am very much eager to do Master of Business Administration course and it provides intensive training in MBA field and is suitable for graduates of disciplines who are preparing for a career in the Business Administration department. This course focuses on the specific emerging domains within business administration, where there is increasing industry demand and a skills shortage. It will enable me to develop the skills and knowledge I need to build my career in these new and important areas of business administration, significantly enhancing my employment opportunities. Though these courses are available in India, they aren't designed with a practical approach and a real-time environment. I still need expertise knowledge and to achieve those skills, I take this golden opportunity to study abroad. Higher study will not only provide me with advanced knowledge about the field but also prepares me to be a good researcher and it will enable me to acquire sufficient skills for building a successful career as a professional and consolidate my position in the growing business administration field in India.

A UK qualification is recognized and respected globally. The UK has grown to become one of the top destinations to study around the world. With traditions of excellence dating back hundreds of years, high-class institutions at every corner, and much more flexibility than many other countries students coming to study scientific and technical subjects in the UK will benefit from learning alongside some of the world's top intellectual achievers.

The UK learning experience allows students independent thought, encourages proactive problem-solving skills, enables development of intellectual skills and empowers creative and effective thinking. These skills are recognized by employers as the qualities needed to meet the requirements of the global economy and to succeed in a competitive job market. The diverse range of courses is also matched by the wide range of institutions that give students a varied choice to find the most suitable study environment for them.

UK education system has a strong international reputation and is known for its effective structure, innovative policy developments and independent thinking throughout its universities. UK is a safe, friendly, sophisticated and yet harmonious society in which we can learn and travel. UK is currently the most popular destination for international students among the English-speaking Countries. Many international students choose to study UK because of its friendly, laid-back nature, excellent education system, cultural diversity and high standard of living. Students can be a part of multicultural environment and cultural activities. As an international student in UK, I can expect to live, grow and learn in a well-developed, friendly country with full of opportunities.

(University name) is committed to learning, seeing its role as enabling students to 'be what they want to be'. (University name) graduates are among the highest-paid in the country, and University researchers are rated as world-class in a number of disciplines, fostering a culture of success across the institution. (University name) campus is located in UK which is most well-equipped and modern campus. (Name)University's postgraduate programs are designed to expand and build on the existing expertise and skills, in turn equipping me with everything I need to advance my career or shift it in a new direction. (University name) offers a flexible learning environment that helps to combine the study with career and lifestyle. (University name) Business Management programs offer me a choice of specialization – namely in project management, international business, engineering, and marketing management, all of which are accredited with relevant industry bodies. University name aim is to help students to achieve personal and professional goals. It helps to boost and widen the career prospects or to satisfy a desire for further learning, (University name) delivers everything that required for a successful career.

My future plans are very clear. After completion of studies, I will come back to my motherland, as I am the (elder son/ only son/ only daughter) to my parents. It's my prime responsibility to see my parents. As up to now my parents worked very hard to give us a very bright future now it's my responsibility to see them. The education will build my future bright. On my return, to my home country, all the experience, knowledge, and skills that I acquire from my study in UK at (University name) will play a vital role in getting me a good job in a Multinational company like Microsoft, Intel, Google, Cognizant, Oracle, DELL and many more. As now a day's most of the multinational companies are investing in the Indian market, and will also help in executing my responsibilities in the best way with an international standard, which not only gives me immense job satisfaction and also helps me to get a good career where I can procure my talents of being a good professional and serve my nation well. Thanking you for giving me an opportunity to express myself.

Thanking You,  
Yours Sincerely,  
(Your Name)