INDIANA UNIVERSITY BLOOMINGTON *1 NOV 2022*

*Describe your academic and career plans and any special interest (for example, undergraduate research, academic interests, leadership opportunities, etc.) that you are eager to pursue as an undergraduate at Indiana University. Also, if you encountered any unusual circumstances, challenges, or obstacles in pursuit of your education, share those experiences and how you overcame them. (200-400 words)*

I want to major in Finance because I want to be a Financial Analyst and specialize in both Wealth Management and Financial Planning. Essentially, I want to know how to maximize wealth in any given situation with the available resources.To pursue a major in finance has been my passion since I started secondary school. This interest might come from years of conversation at the dining table with my parents. For my siblings, conversations about stock markets, investment products, crypto currencies, and risk management are boring, but not for me. Instead, these conversations I listened to deepened my curiosity about the business world and is what eventually led me to try and find a career in the financial industry.

Although I have been fortunate enough to have a quality education, I have witnessed many of my friends or other people in my community lose their entire life savings as a result of financial illiteracy. I want to change that. I want to use my skills not only to manage money for wealthy people but also to educate everyday people about smart investing. If lawyers can have a pro bono program, this will be my pro bono.

The Kelley School of Business has many workshops that will allow me to gain experience and cultivate my skulls. For example, one of the workshops that I am eager to join is the Charles Schwab Wealth Management. This workshop is extremely intriguing to me because by joining this workshop, I will have a chance to apply what I have learned in class while improving my communication and analytical skills.

Choosing Kelley School of Business is the first step to my goal. Learning finance is the right match for my strengths, skills and personality and Indiana University Bloomington is a great college to start.

Hi William,

Thank you for submitting your essay! You have chosen a notable pursuit of offering pro bono work and increasing financial literacy for those who do not have the access to do so. This goal and how you plan to achieve it through the school should be the meat of your essay. Limit your background and how your family sees the topic (one sentence or two stating how seeing those around you suffer losses from financial illiteracy inspired you to help those like them) and instead write more about what the school has to offer (classes/professors/organizations/fellowships/internship opportunities) that help you do this work. Try to also include any challenges you have faced (if any) in this pursuit and what you did to persist.

C.G.

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We were parking our car in a restaurant not far from my parents’ office when we saw this parking attendant, a 60-year old man in his orange uniform. My father was surprised when this man greeted him as we were coming out of our car. Soon, my parents realized that this man was one of the heads of department for their company more than 8 years ago who had already retired and received his pension money. He explained briefly how he lost all his pension due to a bad investment and had to work again in his sixties as a parking attendant.

His story and many more stories that we often had at dinner table discussion were what inspired me to be a Financial Analyst. I have witnessed people, both rich and poor, lose their life savings as a result of financial illiteracy. I want to change that. I want to use my skills not only to manage money for wealthy people but also to educate everyday people about smart investing. If lawyers have pro bono programs, this will be my pro bono.

The Kelley School of Business offers a major and co-major which is aligned with my passion: Finance major with Business co-major. The Business Analytic program really entices me as it is what I need to prepare me toward my life goal. Learning how to read and interpret data into valuable information for decision making purposes is a skill that is still very rare in Indonesia. Choosing the Kelley School of Business is the first step to my goal, learning finance is the right match for my strength, skill and personality and University of Indiana Bloomington is a great college to start.

This second essay is less focused on the essay prompt than the first one. While the story is relevant and memorable, the prompt is asking you about your plans at the school. You can include one line in your essay about finding out a former head of department losing all his savings and how it inspired you to prevent it, but it should not take up much space in the essay.