**Prompt 6 - Think about an academic subject that inspires you. Describe how you have furthered this interest inside and/or outside of the classroom. (350 words)**

Business studies gives me insight behind the economics of current affairs. Decisions like company takeovers fascinate me as it opens up new opportunities for more profits and brand improvement to expand their empire.

To explore this interest, I undertook a project in school that focuses on company takeovers. Having recently built a custom computer, I wanted to write about the computer industry’s growing market since COVID-19. NVIDIA’s takeover of ARM could mean revolutionary advancements in Graphics Processing Units (GPU). NVIDIA wanted better performing GPUs to for a competitive edge against their rival AMD, After AMD saw increasing market growth over the years, NVIDIA decided to acquire ownership of ARM to acquire desired technology for NVIDIA to develop their Unique Selling Point of faster GPUs. With the intent to increase their market share and drive out competitors, NVIDIA had the potential to regain the lost market share whilst justifying premium prices due to significant advancements in technology within the industry. I learned more about methods of external growth which makes me more excited about business.

This project further deepened my interest in entrepreneurship and, later, business development. To further my newfound interest, I decided to enter the Alpha JWC Venture Business writing competition. I wanted to write about a topic outside of my syllabus to show my commitment. This is when I came across the idea of hustle culture, which is when someone is addicted to their work. Despite the potential for unlimited productivity, studies have shown that it can induce high levels of stress and damaged relationships. My article ended up becoming one of the top 20 fan favorite articles, which encouraged me further. Therefore, I am interested in pursuing business studies as part of my university elective courses in addition to my desired engineering major.

Hi Abian,

Thank you for your essay. I would focus on the prompt: what academic subject inspires you and **how you have furthered that interest**. Although you have mentioned some competitions, dedicating a paragraph on the topic (paragraph 2) strays away from the personal lessons that you learned. Elaborate more on how the competitions went – did you network? Learn new ways of learning? Do you feel like you have a better grasp of how the industry works after immersing yourself in it? The essay should be about how you got the knowledge.

C.G.