**Consider your application as a whole. What do you personally want to emphasize about your application for the admission committee’s consideration? Highlight something that’s important to you or something you haven’t had a chance to share. Tell us, don’t show us (no websites please). (300 words)**

Business studies gives me insight into the economics of current affairs. Decisions like company takeovers fascinated me as it opened up new opportunities for higher profits and brand improvement for expansion.

To explore this, I wrote a research paper for school that focuses on the rationale and after-effects of company takeovers. Having recently built a custom computer and contemplating which graphics card to use, I naturally picked NVIDIA’s takeover of ARM as the paper’s topic.

As a STEM student, I was surprised to learn that the logic and goal behind a company takeover is similar to that of engineering: continuous improvements and competitive advantages. NVIDIA’s takeover of ARM was to increase their GPU’s market share and, thus, improve the company’s performance by increasing their competitive advantage and premium price. This is similar to how developments in a technology utilizes principles from other existing technologies to improve its performance, resulting in increased mass adoption. This makes me excited about learning business and develops my understanding of aspects like profit maximization, business strategy, and business development.

---the first three paragraphs above are not really coherent with the latter half of the story as there is no purpose or unique background story about why you want to learn more about company takeovers ---

To further my interest, I entered the Alpha JWC Venture Business writing competition, where I wrote about the hustle culture of startup companies. Despite the unlimited productivity it evoked, hustle culture has its flaws: high level of stress and damaged relationships. Again, this is an eye-opening revelation on the similarity of business and engineering. In Physics, a higher level of force exerted on an elastic ball resulted in higher bounce. However, as the force exceeds the ball’s limit, it will break. This analogy convinced me of the interconnectivity of science and engineering with business culture, making me even more excited to learn about business.

Having been introduced to business studies has enabled me to see the bigger picture of things and allowed me to become a more well-rounded engineer by familiarizing myself with different perspectives for engineering solutions that I’ll be working on in the future. As such, I will continue to pursue business as part of my university elective courses to further my innovative thinking, one that’s balanced between technology improvement and economic feasibility.

Hi Abian,

The part that stood out to me the most from your essay is how you drew an analogy between business and engineering. Your unique perspective is highlighted here, specifically your critical and rational thinking skills.

However, I do feel this essay can use more of a personal touch—something that makes your story more humane and relatable. The admissions committee can clearly see from both of your supplemental essays that you’re a student who’s highly enthusiastic about engineering. While in the previous prompt you revealed a compassionate side of yourself (how you want to help the earth and society through sustainable engineering), this essay has not revealed another side of you that is unique and unforgettable.

Since you are able to draw a parallel between business and engineering and the flaws in start-up culture (the hustle culture and its effect), how about keeping this as the focal point of your essay? The admissions committee wants to see your character and your innate drive in all of these essays, so be raw and honest in your stories.

Here is a suggested structure that you can follow:

1. You can start with your experience in the writing competition (ALPHA JWC). After joining, you settled on a topic about the hustle culture in start-up companies. However, tell us why you decided on this topic. Why did you want to write about start-ups? Are you thinking of starting one of your own in the future? Or is it your goal to join one after graduating? By revealing your motivation in choosing this topic, you can show that you’re a goal-driven and curious student—both are exemplary qualities!
2. Next, you can talk about how the culture is often toxic and how start-ups are often acquired by bigger companies. If you do want to talk about the NVDIA takeover of ARM, etc., this is where you show the connection. You can then discuss how stressful situations in start-ups lead to a high turnover rate, and so on.
3. The ending is where you combine your goals of pursuing business and engineering. Do you want to start an engineering start-up in the future? Or do you aim to join a company with a clear social vision or a non-toxic culture?

Make sure that all of your essays showcase who you are as a person, your values in life, your character quirks, or your ambitions that are different from other candidates.

Good luck and best wishes!

Melinda