**IMPERIAL COLLEGE LONDON**

Major: MSc in Business Analytics

Link: <https://www.imperial.ac.uk/business-school/programmes/msc-business-analytics/>

**SHORT ESSAY SECTION**

**Immediately after graduation, which type of employer are you aiming to work for?**

*\*drop down section*

Employer - large corporate

**In which sector?**

*\*drop down section*

Consulting

**In which country?**

*\*drop down section*

Indonesia

**List your target organisation(s) and role**

*Please do not exceed 200 characters*

McKinsey, Bain, and BCG as Associate

**How will this programme help you reach your career goal?**

*Please do not exceed 1500 characters*

Being an entrepreneur in supply chain & manufacturing industry has been my long-term goal, and having several years of consulting work will build up my experience prior to starting my entrepreneurial journey.

The program will enrich my skills in myriad of ways. First, the knowledge gained in this program will lay a strong foundation to reach my career goal. For example, the course in Data Structures and Algorithms is incredibly useful for future consultants as data analysis is part of consultants' essential skills.

Second, Imperial is very open towards integrating business and innovation, and through the Enterprise Lab, students are encouraged to think creatively and develop an entrepreneurial mindset. I believe that the environment in Imperial will not only help nurture my entrepreneurial spirit but also give me the necessary skills to understand the point of view of entrepreneurs as they are also one type of stakeholders that consultants will deal with.

Additionally, Imperial's promising reputation among people all over the world allows me to gain plenty of opportunities, such as strong networking opportunities and business opportunities. I believe Imperial can provide me with both academicals and practical experiences that will help launch my career as an aspiring entrepreneur.

**Do you see any barriers that you may need to overcome to reach this goal?**

*This can be personally, professionally, or academically. Please do not exceed 1500 characters*

Personally, the first barrier is the intimidating preparation to enter management consulting. This industry is well-known for its rigorous selection rounds, starting from CV submission up to its study case interview. Being very well-prepared is a must since failure to pass the application round may result in a rejection ban which requires the candidate to wait for 2 years before reapplying.

Aside from my consulting goal, I also have a vision to pave Indonesia's way towards industrialization. However, the knowledge of industrialization is relatively lacking in Indonesia due to its low education quality and limited number of educated workers. However, this is a pressing issue because Indonesia has been in a middle income trap for nearly 29 years, and it is concerning.

Gaining a Master's degree in Business Analytics at ICL will help tackle both of my career goals. A Master's degree will hone my specialization in analytics for supply chain & manufacturing - a differentiator among other consulting applicants. Moreover, having in-depth knowledge in supply chain in the consulting industry gives me exposure to industrialization, which will cultivate my personal knowledge to invigorate Indonesia's industrialization journey.

**Criterion 1: What key criteria does your target company use in their recruitment process?**

*Please give an example that demonstrates how you meet it from your experience so far.\**

*Please do not exceed 750 characters.*

The ability to break down and solve problems analytically.

My current internship role as CEO Office has trained me to think critically and analytically, given that I am mentored and supervised by ex-consultants from BCG and Strategy&.

I learn to view problems starting from a high level perspective, break them down into smaller issues, and identify how these issues will affect the company in the short to long term. This role requires rigorous analysis and a lot of data crunching of relevant data. For instance, when analysing market entry for revenue generation, I need to estimate quantitative market research in order to ensure the running of the company.

**Criterion 2: What key criteria does your target company use in their recruitment process?**

*Please give an example that demonstrates how you meet it from your experience so far. \**

*Please do not exceed 750 characters*

The ability to work and collaborate in a team while adapting to a dynamic, fast-paced environment.

Working in start-ups, especially early-stage ones, is not easy considering how dynamic and uncertain the working environment is. My first few weeks of being a full-time intern at my current startup was demanding as I needed to handle several roles due to the lack of manpower, specifically CEO Office and Product Manager. Having no prior knowledge and no onboarding session about Product terms such as engineering sprint or product backlog, I took it upon myself to learn everything from zero by approaching all relevant stakeholders and holding a 1-on-1 session with all of them. I also performed extensive research on the internet, especially the technical terms.

**Criterion 3: What key criteria does your target company use in their recruitment process?**

*Please give an example that demonstrates how you meet it from your experience so far. \**

*Please do not exceed 750 characters.*

The chance to acquire specialized knowledge in certain industries.

Gaining specialization in supply chain and logistics has been my goal in pursuing an advanced degree. Although most of my tasks throughout my internship experience did not require specialization, I was given the opportunity to work on a case study for my final year project that is relevant to supply chain: the optimization of product management flow. Though the work is still in progress, I was able to apply my operational research skills in this project, which encourages me to specialize in supply chain. Therefore, I believe studying at Imperial will sharpen my knowledge in logistics and supply chain and enable me to pursue a career in management consulting.

**What skills will you need to develop to prepare for this career?**

*Please do not exceed 800 characters*

There are a range of skills, from technical to soft skills, required for a successful management consultant. Thus, there are some skills I hope to gain if I have the opportunity to study at Imperial:

1. Developing a specialized knowledge in a certain industry. Imperial offers one of the best business analytics programs in the world, and I am particularly intrigued to specialize in Logistics and Supply Chain Analytics because I realize that many consulting issues in Indonesia involve supply chain due to rapid industrialization.

2. Being inclusive. Inclusiveness is necessary to become a great leader, and most consulting jobs comprise teamwork and leadership. The class diversity in Imperial will undoubtedly train me to adapt or even create an inclusive environment.

LONG ESSAY SECTION

Hi Clarysa,

I admire your goals and how you’ve planned your career path so meticulously. Most of the prompts are already answered in detail, and I’ve left some comments to help you elaborate on specific parts (see above).

I’ve also made direct edits to enrich your lexical resource and avoid repetition, so when you revise parts of your essay per comments, make sure that you vary your vocabulary.

Good luck and best wishes!

Melinda