**Describe how you plan to pursue your academic interests and why you want to explore them at USC specifically. Please feel free to address your first-choice major selections. (Approximately 250 words)**

My whole life I had only been a consumer, but learning business management in school piqued my curiosity on the behind the scenes of my purchases. Learning the role of business in society, I found that products are not only sold to fulfill customer needs but also as a means to solve larger issues. I explored this further, gaining inspiration from my younger cousin’s struggles in learning, and developed an educational game for him called EduBee. Seeing my cousin’s improved learning habits made me realize the potential EduBee has in enabling more children to learn independently, and I aim to expand this business idea at USC.

I’m looking forward to building my business foundations through Marshall’s core curriculum and by concentrating on entrepreneurship and innovation. USC’s Experiential Learning Center would help me prepare for real-world business scenarios and promote independent learning as I get to review my own performance. Moreover, the Business of Entertainment Association's case competition would allow me to train my abilities in crisis management as I create and implement solutions for my future EduBee business challenges, such as gaining traction, business expansions, and operations.

I’m also excited to explore Psychology in Education at Rossier School of Education and to do research under Prof. Erika Patall on autonomy and development of motivation in learning. This would enable me to continue developing and expanding EduBee’s learning products that would increase learning motivation and knowledge retention.