**Please provide a statement that addresses your reasons for transferring and the objectives you hope to achieve. You can type directly into the box, or you can paste text from another source. (Approximately 650 words)**

Since I was little, I had always loved performing, whether it was dancing or figure skating. I have lived in South Korea, Indonesia, and now the USA, and have realized that the entertainment industry can be very competitive, leaving dancers in lack of recognition within the industry. My goal is to make the dancers in the entertainment industry get more recognition as they are often overshadowed by other celebrities and are just back up dancers for A list celebrities. I don’t think they should only be recognized within the dance industry but also the overall entertainment industry. I didn’t want to be a figure skating coach or a full time choreographing as my full time job. Because of that mindset I carried, I continued training figure skating and taking dance classes, making more connections with people in different countries but when I went to university I chose Chemistry instead.

in high schoolDuring my high school years, I was wondering what I wanted to do that wasn’t dancing or sports. I enjoyed my Chemistry class a lot and I had an interest in analytical chemistry because of my interest in forensic science. I chose my current institution because they had a smaller ratio of students and teachers that would allow me to have a closer relationship with my professors as well as with my classmates. Because of this, I felt like my institution would open up more opportunities for me to make connections within my field, attend smaller gatherings, events and seminars in order for me to open up my doors more and learn from these expertise. Although my previous university did not have USC’s range of courses or the focus of AI, I learned the value of the different core curriculums and the different science subjects I have learnt. I have learnt the value of communication and collaboration in my biology lab classes. After a month or two, I realized that Chemistry wasn’t for me. Even though it was eye opening to learn more about the STEM subjects, I felt completely lost and confused on how to picture myself working in this field in the future. I haven’t accepted the fact that chemistry wasn’t for me, so I still tried to make the most out of it by going to different STEM events, talking to professors hoping I can find something I can connect with but I came to a realization that I couldn’t force myself to continue this path that I was not longer passionate about.

Joining the school dance team released my stress as well as my artistic and creative side by teaching workshops and competitions. I also interned at a dance studio as a class liaison, front desk, social media manager, etc. The owners of the company inspired me to come to the conclusion that I don’t have to be a performer in order to work in the entertainment industry. I want to own my own international dance agency where I can help dancers from diverse backgrounds. To do so, I want to pursue a business entrepreneurship major focusing on entertainment.

I believe USC is the best fit for me because it will challenge me to step out of my comfort zone and venture into new experiences. Being part of the club Business of Entertainment Association will allow me to join the Day on Jobs event. This will give me opportunity to work with prominent entertainment companies like FOX entertainment and learn new skills like intellectual property rights and project management that I have not acquired. USC’s emphasis on tech fluency is also important to me, as I believe that being part of an entertainment business community with technology will help me thrive better in my future career of owning an agency. It will allow me to improve and have new marketing skills that will help me be successful.

I want to be able to work with Professor Napoli as one of his expertise is on entertainment business. The business core class communication strategy class will also allow me to learn to make decisions and communicate with people in the industry. I am excited to take the business class of BAEP 475 Entertainment Entrepreneurship with Professor Michael Napoliello to explore the current entrepreneurial trends and opportunities in the entertainment industry. This class will allow me to have a better understanding of to the challenges of being a leader in the entertainment business industry .

The Trojan Entertainment Network USC hosts events like Hollywood Now where they invite alumni from different schools who are professionals in entertainment which will help me build my own agency with the number of connections I can make with the values I have like confidence, communication skills, experience, creativity and critical thinking skills that I have learnt in the past and will learn if I were to be at USC.

By maximizing my opportunities that are provided to me at USC, I hope to accomplish not only my goal to build an international dance agency network but also to learn new skills and knowledge that I have not got the chance to learn and to further explore my interests and who I want to become.

**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- and second-choice major selections. (Approximately 250 words)**

My future goal is to build my own dance agency to help dancers from all around the world get more recognition and book more jobs, and I believe attending USC’s Marshall School of Business will help reach that goal. My agency will give dancers more opportunities from the use of social media, good communication, marketing strategies, originality and confidence.

USC offers a business elective called Technology Strategy: The case of AI, that highlights the use and importance of artificial intelligence. It will help me learn to make strategic decisions to figure out what markets to enter and customers to target, and how to better utilize AI in the media and entertainment business field.

USC also has a diverse international business community. Clubs and organizations like the Korean business student organization will help me make international networking connections to establish a worldwide dance agency.

By pursuing a business major, not only will I gain skills like critical thinking, marketing skills and strategies, but also collaborate with different types of people from various parts of the world in order to build a long-term career of making my own international dance agency.