**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 be more assertive in getting your point across. It seems like you’re saying that business has taught you skills that you can’t learn in science, and that makes you a better engineer and innovator in general.

Here is a suggested structure that you can follow:

1. **Thesis statement:** Learning business has made me a better engineer by helping me learn (insert skills here).
2. **The before:** You can start with your experience in the writing competition (ALPHA JWC). The topic that you wrote about here isn’t as important as the skills and insights that you learned. Eg. you learned that writing a convincing argument requires a XYZ, and that this can be applicable to other contexts, like when you’re pitching your own projects to people.
3. **The after:** Here you show how you’ve grown and tried to put your new learning to use. I suggest talking about taking your dog feeder project to BAWABALI, when you had to convince the volunteers on the ground why your project was a good idea. This would demonstrate your communication skills as well as leadership and project management skills.
4. **Conclusion:** This is where you tell us why the thesis statement in the beginning is true, and how these skills that you’ve learned will help you in your future studies & career. Eg. After learning how to (eg. communicate with others), I became a better (eg. team player/leader). This will help me when I expand my dog feeder to other organisations/cities and need to reach out to/collaborate with other people OR manage my own team.

Good luck and best wishes!

Melinda & Chiara