I have always taken inspiration from my mother as she grew a business by herself and was able to support her children. During elementary school, I saw my mother delegating tasks and coordinating her restaurant staff members while also handling the money—I was starstruck. She made everything seem so easy and simple that I felt that this was something I wanted to pursue up to this day. I wanted to learn more about being in the business industry, and with my mother’s encouragement, I started promoting her business in school. and got directly involved in handling the money by marketing the products to my friends while organizing delivery at the same time. This awoke my dream to run a business—specifically a restaurant—which is why I want to pursue Business Management.

After my stint selling my mother’s food at school, I searched for summer programs to develop my business skills. I joined the PassionXplorer work experience program, where we had to help a restaurant increase its customer intake. After analyzing the restaurant’s expenses, profit margin, and revenue, I suggested they do a special discount for a week, which brought in more revenue with only a slight decrease in the profit margin. This developed my analytical and problem-solving skills to pursue business management further.

Wanting to grow my knowledge of Digital Marketing, I joined several online courses from Revou and Sydney Romantics. Applying the knowledge I learned from the course to understanding a customer's thought process to my internship, I broke down the problem where we had to increase the crowd on our website. I found the AIDA formula, which was perfect for the website as it grew from 15 clicks per day to 180 clicks weekly. It increases the attention brought to the website using specific keywords through the website. I learned how to apply knowledge to real-life situations, which is essential in the business industry as we may face difficult situations that need solving.

As business managers, we need to understand how to lead and organize a team that can work to the maximum capacity. I had the opportunity to develop these skills when joining the INCEPTION business competition. In our group of three, I was tasked to organize registration forms and meeting schedules. I coordinated and delegated tasks to the team in different time zones and had to understand them individually so we could work efficiently. As the team leader, I understood how to work with different types of people and address them effectively. The members of my team were exceptionally hard-working. However, one of them had trouble connecting with us, so I delegated her task that we had a hard time working out so she had the opportunity to discuss it with us. Throughout school, I learned that when having group projects, task needs to be delegated to where they would have the most efficient outcomes. I am aware that all these things I learned are also practical skills needed in business management.

Business Management is about leading other individuals and creating a joint account to develop ideas and create an efficient workflow. Working with people with diverse backgrounds is crucial in increasing our communication skills in a business environment. With this degree, I hope to create a community where I can grow and manage the people working for the same cause—to help. The business world is constantly growing; therefore, I would love to grow with it. I want to cultivate a business—specifically, a restaurant, where skills learned in business management would be needed and applied. The skills I would learn from this degree would provide me with the required expertise to gain experience and eventually grow my own business.