**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.

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.