**Prompt 6 - Think about an academic subject that inspires you. Describe how you have furthered this interest inside and/or outside of the classroom. (350 words)**

Business studies gives me an insight on the economical viewpoints of current affairs. Company takeovers that change the course of a business occur frequently and it fascinates me that these companies are able to spend billions of dollars to do so. Making these ingenious decisions opens up new opportunities for the business to earn more profits or improve their brand to expand their empire.

I undertook a project in school that focuses on company takeovers. After recently building my own custom personal computer, I wanted to write about the computer industry as it was a growing market, especially because of COVID-19. NVIDIA’s takeover of ARM could mean advancements in Graphics Processing Units (GPU), which could be revolutionary. NVIDIA wanted better performing GPUs to become more competitive than their rival AMD, who has seen increasing market growth over the years. Therefore, NVIDIA decided to acquire ownership of ARM because they have the desired technology for NVIDIA to develop their Unique Selling Point of faster GPUs. With the intent to increase their market share and drive out competitors, NVIDIA had the potential to regain the lost market share whilst justifying premium prices due to significant advancements in technology within the industry. I learned more about methods of external growth which makes me more excited about business.

This project further deepened my interest in entrepreneurship and, later, business development. As a testament to my newfound interest, I decided to enter the Alpha JWC Venture Business writing competition. I wanted to write about a topic outside of my syllabus to show authenticity. This is when I came across hustle culture, which is when someone is addicted to their work. Despite the unlimited potential for more productivity, studies have shown that it can induce high levels of stress and ruin relationships. It allowed companies to be successful from pure determination but it could also break entrepreneurs. My article ended up becoming one of the top 20 fan favorite articles, which only inspired me further. Therefore, I am more interested in pursuing business studies as part of my university elective courses despite my desired engineering major.