**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 through my dancing or figure skating. I have lived in South Korea, Indonesia and now the USA and have come to a realization that the entertainment industry can be very competitive and that dancers lack recognition within the industry. My goal is to make the dancers in the entertainment industry have 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 be only recognized within the dance industry but also the overall entertainment industry. I have personally experienced this in the countries that I have lived in before, South Korea, Indonesia and the USA. Not only should helping dancers in a certain country get more recognition I also believe that all dancers around the world should all get an equal and empowering amount of opportunities and recognition. Even though I loved performing, I didn’t want to make my hobby and passion a job. 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.

During 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. To feel more comfortable with my surroundings, I decided to join the school dance team as dancing always takes away my stress and also allows me to release my artistic and creative side by teaching workshops, competing and also being inspired by an amazing group of dancers. I also interned at a dance studio that was rooted from one of the best dance crews as a class liaison, front desk, social media manager, etc. From this experience, I have gotten to know the owners of the company and what they do within the entertainment industry to help dancers and I came to the conclusion that I don’t have to be a performer in order to work in the entertainment industry. The owners of the dance studio and the roles I were given inspired me to change my major into a business entrepreneurship major focusing on entertainment and made me realize I want to own my own dance agency that is not only based in America but also in other countries like Korea and Indonesia where I can help out a lot of different dancers coming from different backgrounds.

I believe that being a Trojan is the best fit for me because of their facilities and the values they put out. USC will challenge me to step out of my comfort zone and make me venture out new experiences like being part of the club Business of Entertainment Association where I can take part in an activity called Day on Jobs. This event will help me step out of my comfort zone as it will allow me 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. I also believe that USC is the best fit for me because of their emphasis on tech fluency as I believe that being part of an entertainment business community with technology will help me thrive better in my future career of being 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. Alongside that, I can’t wait to take the business core class communication strategy class as it will allow me to learn how to make decisions and communicate with people in the real-life industry and will help me improve both my written and oral communication. It will allow me to learn how to make decisions and communicate with people in the real-life industry and will help me improve both my written and oral communication which will help me build my own dance agency in the future. 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 and uncover the key success factors for entrepreneurs in this industry. This class will boost my knowledge and will allow me to have a better understanding of what it is like to be a leader in the entertainment business industry and will help me improve my problem solving skills and challenges I may go through when I make my own agency.

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 amount 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 make my own dance agency to help dancers from all around the world to get more recognition and to book more jobs. By attending USC’s Marshall School of Business, I will be able to reach my goal in helping dancers in different countries by owning an agency that will give dancers more opportunities to have more recognition of the use of social media and my values on communications, 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 that I want to take to learn how to make better strategic decisions which will also then help to figure out what markets to enter and customers to target, how to better consume AI and apply to the media and entertainment business field. This has been something I was hoping to learn because a lot of the entertainment agencies out there uses social media and technology a lot like SM entertainment but instead of making the same thing I want to make an agency that only focuses on dancers, not only professional dancers but dancers who are also starting as I know it can be very hard to start.

USC also focuses not only on technology in business but also the international business community. I will take advantage of the international business clubs and organizations like The Korean business student organization to help me make international networking connections to reach my career goals in order to make a dance agency not only based in the US but also in Korea, Indonesia and even other countries. By having an education in a business major, it will help me not only to communicate with different types of people from different parts of the world, but also to collaborate and gain a lot of skills like critical thinking, marketing skills and strategies in order to build myself a long-term career of making my own agency for dancers.