**IMPERIAL COLLEGE LONDON**

Major: MSc in Business Analytics

Link: <https://www.imperial.ac.uk/business-school/programmes/msc-business-analytics/>

**SHORT ESSAY SECTION**

**Immediately after graduation, which type of employer are you aiming to work for?**

*\*drop down section*

Employer - large corporate

**In which sector?**

*\*drop down section*

Consulting

**In which country?**

*\*drop down section*

Indonesia

**List your target organisation(s) and role**

*Please do not exceed 200 characters*

McKinsey, Bain and BCG as Associate

**How will this programme help you reach your career goal?**

*Please do not exceed 1500 characters*

Being an entrepreneur in supply chain & manufacturing industry has been my long-term goal, and having several years of experience in consulting builds up my experience prior to starting my entrepreneurial journey.

The program will help me in plenty of ways. First, the knowledge gained in this program builds a strong foundation to reach my career goal. For example, the course in Data Structures and Algorithms is undeniably useful for future consultants as data analysis is part of consultants' essential skills. Second, Imperial is very open towards collaborating business and innovation, and it really encourages students to think creatively and develop an entrepreneurial mindset through the Enterprise Lab. I believe that the environment in Imperial will help develop my entrepreneurial spirit not only to become a successful entrepreneur, but it is also essential for consultants to be able to understand the point of view of entrepreneurs as they are also one type of stakeholders that consultants will deal with.

Additionally, Imperial's undeniably promising reputation among people all over the world allows me to gain plenty of opportunities, such as strong networking opportunities and business opportunities. Thus, having the opportunity to study in Imperial will definitely help my career growth in many ways.

**Do you see any barriers that you may need to overcome to reach this goal?**

*This can be personally, professionally, or academically. Please do not exceed 1500 charcters*

Personally, the first barrier is the intimidating preparation to enter management consulting. This industry is well-known to have a series of rigorous selection rounds, starting from CV submission up to its study case interview. Being very well-prepared is a must since failure to pass the application round may result in a rejection ban which requires the candidate to wait for 2 years before reapplying.

Aside from my consulting goal, I also have a goal in paving Indonesia's way towards industrialization. However, the knowledge of industrialization is still relatively limited in Indonesia due to its low education quality and number of educated workers. Meanwhile, this is a very urgent issue that requires close attention because Indonesia has been in a middle income trap for nearly 29 years, and it is concerning.

Gaining a Master's degree in Business Analytics at ICL will help tackle both of my career goals. In terms of getting into consulting, a Master's degree helps sharpen my specialization in analytics for supply chain & manufacturing which will become a differentiator among other candidates. Additionally, having a specialization in supply chain in the consulting industry allows me to gain exposure mainly to industrialization. Achieving more and more experience in industrialization contributes a lot not only towards my personal knowledge, but also towards Indonesia's industrialization journey.

**Criterion 1: What key criteria does your target company use in their recruitment process?**

*Please give an example that demonstrates how you meet it from your experience so far.\**

*Please do not exceed 750 characters.*

The ability to break down and solve problems analytically.

My current internship role as CEO Office has trained me to think critically and analytically, especially that I am being mentored by supervisors who are ex-consultants from BCG and Strategy&.

My role requires me to view problems starting from a high level perspective, break it down to smaller issues, and identify how these issues will affect the company in the short to long term. It requires rigorous analysis and a lot of data crunching of relevant data. For instance, when analyzing market entry for revenue generation, quantitative market research needs to be estimated on a quantitative basis in order to ensure the running of the company.

**Criterion 2: What key criteria does your target company use in their recruitment process?**

*Please give an example that demonstrates how you meet it from your experience so far. \**

*Please do not exceed 750 characters*

The ability to work and collaborate in a team while adapting to a dynamic, fast-paced environment

Working in startups, especially at early-stage ones, is not easy considering how dynamic and uncertain the working environment is. My first few weeks of being a full-time intern at the current startup was not easy as I needed to handle several roles due to the lack of manpower, that is CEO Office and Product Manager. I have zero idea about Product terms such as engineering sprint or product backlog, and there is no onboarding session. I ended up learning everything from zero by approaching all relevant stakeholders and creating a 1-on-1 session with every one of them, also doing some research on the internet, especially on the technical terms.

**Criterion 3: What key criteria does your target company use in their recruitment process?**

*Please give an example that demonstrates how you meet it from your experience so far. \**

*Please do not exceed 750 characters.*

The ability to have specialized knowledge in certain industries.

Gaining specialization in supply chain and logistics has been my purpose of pursuing an advanced degree. Although most of my tasks throughout my internship experience don't require specialization, I was given the opportunity to  work on a case study for my final year project that is relevant to supply chain: optimization of product management flow. While the work is still in progress, I was able to apply my operational research skills in this project, which encourages me to specialize further in supply chain. Therefore, I believe studying in Imperial will sharpen my knowledge in logistics and supply chain and enable me to pursue a career in management consulting.

**What skills will you need to develop to prepare for this career?**

*Please do not exceed 800 characters*

There are a range of skills, from technical and soft skills, needed to be a successful management consultant. However, there are some skills that I hope I can gain if I have the opportunity to study in Imperial, which are:

1. Develop a specialized knowledge in a certain industry. Imperial offers one of the best business analytics programs in the world, and I am particularly intrigued to specialize in Logistics and Supply Chain Analytics because I viewed that many consulting issues in Indonesia are relevant to supply chain due to rapid industrialization.

2. Being inclusive. Inclusiveness is necessary to become a great leader, and most consulting jobs mainly involve teamwork and leadership. I suppose the class diversity in Imperial will train me to adapt in and even create an inclusive environment.

LONG ESSAY SECTION