I have always taken inspiration from my mother as she grew a business by herself and was able to support us as children. During elementary school, I was insatiable in business industry knowledge, and I had the opportunity to see this first-hand. I saw my mother delegating tasks and coordinating with her staff members for her restaurant as she handled the money altogether —I was starstruck. She made everything seem so easy and simple that I felt that this was something I wanted to pursue and continue to this day. I wanted to learn more about being in the business industry, and my mom wouldn’t give me any pocket money if I didn’t try to do something as a reward.  I started promoting my mom’s 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 a dream inside of me to run a business, specifically a restaurant, and manage it using the different business skills I have gained, turning my attention to pursuing Business Management as my major.

Wanting to learn more about business management, I searched for summer programs to develop my business skills. I found the PassionXplorer work experience program about a business where we had to help a restaurant called Devon uplift the customer intake. After analyzing the restaurant’s expenses, profit margin, and revenue, I found out that we could do a special discount for a week, which brought in more revenue with only a slight decrease in the profit margin. I developed the 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 sometimes we are faced with difficult situations that we need to solve.

As business managers, we need to understand how to lead and organize a team that can do work to the maximum capacity. I had the opportunity to develop this skill when joining the INCEPTION business competition. Our group consisted of three members, and I was tasked to organize registration forms and to meet time/schedules. I coordinated and delegated tasks to the team in different time zones. I also 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, but 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. I learned this throughout school where,we had group projects being delegated where it would have the most efficient outcomes. Despite losing the competition, I learned many new insights on delegating tasks, working with others, and effectively communicating, which are 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 good community where I can grow and manage all the people working for the exact cause to help. The business world is constantly increase; therefore, I would love to grow with it.  I want to cultivate a business, specifically a restaurant, because of my passion for food, where we would need skills similar to things learned in business management. The skills I would learn would provide me with the needed capabilities to gain experience and eventually grow my own business.