### **At the University of Colorado Boulder, no two Buffs are alike. We value difference and support equity and inclusion of all students and their many intersecting identities. Pick one of your unique identities and describe its significance. (250 words)**

Discipline is the practice of obedience and knowing what’s more important. Having been growing up in a family with a high code of ethics has taught me a lot of how to be disciplined in my mannerisms as well as my work ethic. For example, in my household, eating can only be done on the dining table and a 10pm curfew.

I used to see these house rules as more of a burden than anything but as I grew older, I began to understand that the rules are made to shape me into a better person with manners and morals. For example, worship used to be more of a burden than anything as it robs my study time, but having the discipline to make time for worship draws me closer spiritually to the higher being that I believe, which motivates me to do more good deeds.

Discipline is a highly applicable trait in all parts of life, including when conducting business. Discipline is arguably the most important skill in business as without it, things will not get done in a timely and organized manner. For instance, if the management of a project lacks discipline, budgets A great idea will always turn into a bad idea when it is poorly executed.

(think about your role/how you are different compared to your friends → PERSONAL BRAND)

* Discipline in the family → ur realization (that the regulations are there for a reason) → how u will apply this when u’re going into business

### **Please share a bit more about your academic interests. What do you hope to study at CU Boulder? What has inspired your interests in this area? Or if you are undecided, what area(s) of study are you considering? Think about your prior/current coursework, extracurricular activities, work/volunteer experiences, future goals, or anything else that has shaped your interests. (250 words)**

I intend to pursue business studies as I plan on diversifying my parents' logistics business in the future. They have been transporting goods for the palm oil and food industry for just over a decade. Though business has almost always been harmonious, I still see aspects of business that can be improved, such as the lack of reserve capital, hard assets, as well as portfolio investments due to continuous reinvestment of profits in the fleet of trucks. Enrolling in MGMT 4820 Decision Analytics and MGMT 4120 could help me in the future to decide where I should put my money and how to adapt my approach to running the company as I’m faced with different situations.

Managing, expanding, and diversifying business requires qualities of good networking, time management and tech skills. Finding and being a quality business partner is paramount, and a whole network of carefully selected people is required to be formed in order to manage operations efficiently. Advancements in technology such as digital monitoring is also essential as the company grows into a macro scale as well as a sustainable approach. Sustainability has never been more important as the environment has grown to be a big concern. MGMT 4130 will be useful in teaching me how to expand and diversify whilst staying environmentally friendly.

I have also always looked up to my cousin's family, as they are a tycoon family that runs one of the leading palm oil companies in Indonesia. I have observed over the years that despite the family having to face the arduous task of keeping a multi billion dollar enterprise growing.

(why Business? How would you pursue that in CU Boulder?)

* Cousin’s family can run a large business harmoniously (give examples)
* Also want to replicate that, so learn business → specify mau belajar apanya? Team/people management? Utilizing and maximizing resources effectively?
* How would you pursue that in CU Boulder? E.g. bljr management esp through operations and management track, where they have courses such as A, B, C…

Purpose: expanding and diversifying family business through better **supply chain**

Good and efficient supply chain consists of what?

* Utilization of vehicles
* Goods delivered on schedule
* Honest workers who do not do foul-play with the goods in hand → people management

To be able to design a sustainable supply chain system, what skills do you need?

* Tech skills
* Time management
* Networking

From the lists above, how would you study them in CU Boulder? (Courses, student activities/clubs)

* MGMT 4120 Managing Business Process
* MGMT 4130 Sustainable Operations
* MGMT 4140 Project Management
* MGMT 4820 Decision Analytics