**BQ（English version）**

**建议以”I will start with the following \*\*\*(几个方面) aspects”开头比较有structure**

**3W**

**- why consulting?**

· 【最聪明的人】It’s said that “The consulting industry brings together the smartest group of people in the world.” It would be a great honor if I could work together with them.

· 【思维方式】The mindset of consulting industry fits me.

- 【逻辑】The experiences in … (students ‘union/youth league/debate team) has shaped my mindset and made me a logical thinker.

- 【假设驱动】The hypothesis-driven mindset in the consulting industry enables me to get positive feedback timely, giving me a great sense of accomplishment.

· 【团队合作】The consulting industry adopts a teamwork model to avoid working alone. And from the experiences in university, I think I'm more suitable for and favorable of working as a team.

· 【行业理解 成长曲线】The consulting industry can help me get a quick understanding of many industries, allowing me to have a steep growth curve in the coming future.

· 【周末不加班！】The consulting industry strikes a perfect balance between humanity and pay. For instance, we don’t have to work on weekends therefore I would spare time for personal life.

**- why NCA?**

· 【怎么了解 + NCA帮助我】I learned the association from (official accounts/classmates/the moments). NCA is an elite business association aimed at popularizing knowledge and gather **alumni（校友）** who love consulting. Therefore, NCA can offer a platform where I can exchange ideas with many experienced and outstanding seniors（不知道恰当不恰当）while get to know many friends aspired to consulting.

· 【培养方式】Additionally, the NCA offers the Mentor-Buddy-Mentee cultivation as well as weekly case mock and CSG. I believe it can offer me a professional insight into the industry.

· 【品质符合，需要平台】My qualities fit the NCA philosophy and I need NCA to provide a platform for me.

**- why you?**

· 【品质符合】My qualities fit the NCA philosophy. **[Willing to share, Leadership, Eager for lifelong learning, Logical thinking, Team spirits] 需要例子**

· 【准备到位】I’ve made a lot of preparations to get into NCA. For instance, I have watched a lot of case videos and learned many case examples concerning consulting. Moreover, I made a collection of behaviour questions as long as 5000 words. Additionally, I attended a mock group to mock case interviews and share our ideas.

**Course**

**Political Economy**

* (逻辑、基础概念)Political economy helps me build an economic construction at the political level. It helps us to clarify some basic concepts of Economics and understand the theoretical support behind some national economic policies.
* (价值观正确)let us realize that no matter what industry we will participate in in the future (consulting or investment, banking), the work is based on a correct values foundation in theory
* (基础简单好上手)Its demand on mathematics is relatively low, while focusing more on the cultivation of economic logic and understanding of internal concepts, which is more suitable for freshmen in Business Academy.

**Microeconomics**

* (建立经济思维，贴近市场、个人)Microeconomics pays more attention to the cultivation and construction of economic mindset. In contrast to political economy, microeconomics revolves around the decisions of businesses and individuals, which are closer to life.
* （注重数学和模型）It taught me that economics is not just about thinking and logic, but also needs the model and the mathematical foundation (like model in perfect competition market)
* （构建市场的框架：需求供给，可变不可变）Besides, it helps build the basic framework of the market. The concepts of demand and supply, variable and constant costs, on the one hand, give us some basic understanding of the market, and on the other hand, help us to build some framework in the case we consult.
* （政经与微经的区别-批判思维）Some conflicts between micro economics and political economics help us analyze some economic theory more critically (political economics: capitalists make profits by exploiting surplus value, micro economics: capitalists make profits by their own efforts and risk aversion)

**Python**

* (第三方库-数据处理)Python's libraries are powerful and useful in data collection, data analysis, machine learning, and many other fields.
* （培养逻辑思维）Fostering personal computing thinking and logical thinking.

**Accounting**

* Income statement（利润表）-- revenues & expenses & sales
* Balance sheet（资产负债表）-- Total assets = total liabilities + stockholders’ equity
* Statement of cash flows（现金流量表）--operating、investing、financing

**Common Questions**

**Leadership**

* 你有没有主动请缨牵头做过任务？/ 你在商赛中怎样领导团队？
* （领导者的含义）Being a leader doesn’t mean you can do whatever you want . Instead, it means you need to put the whole team first with envision, to engage,energize,enable and execute. Moreover, you can’t forget your role as a common member-- being a leader means you’re willing to take double responsibility and being a model.
* Yes,of course. I recommended myself as the leader of our business competition’s group. As a leader, I took the initiate to distribute work and inspire our team. As a common member, I took charge of the analysis of the company Keep’s conditions and its strengths and weaknesses, and I’m also mainly responsible for putting forward the suggestions for Keep. And I believe my hardworking and efforts could set a good example to my teammates and ignite their passion.
* 在本次商赛中，我们做了什么？

First, we analyzed the reasons for the prevalence in the college students during the pandemic.

Second,we used the PEST model to analyze the macro environment of online fitness industry development.

Then we conducted industry analysis on online fitness.

From the industry prospect, we found that online fitness has a high penetration rate and a promising market.

* 你是如何鼓舞团队的？

1. （开始工作之前）Before the work starts, I will clarify team’s target and direction with an inspiring speech, arousing everyone’s collective sense of honor. Making the work schedule and the tasks’ deadlines in different phases clear is also an indispensable step for igniting everyone’s motivation. And the reasonable work assignment is also imperative.
2. （正式工作后）During the whole teamwork, I’ll finish my work efficiently. Only the leader’s hardworking and efforts can set a good example to other teammates and ignite their passion.
3. （遇到困难） When our team get into trouble, and everyone is in a low mood, I will stand out, listening to their difficulties and comforting them mentally. I will also invite the whole team to relax, like having a dinner outside together. After improving their mood, I will conduct a meeting and analyse the problem we meets and raise some proposals through brainstorm.

* 你是如何给团队有效的分配任务的？

1. Work assignment involves two aspects- work type and workload, which means you need to decide what type of work and how much work you will assign to each member.
2. First, about the type, I will to learn about what type my member is and what is his or her strengths and weaknesses, so that everyone can stay in their suitable place;
3. Second, as to the workload, fairness is the first principle. However, it is also important to adjust according to their schedule. For example, if someone is very busy during this week, I will consider unburdening him.

* 你在领导过程中有没有遭遇过失败？(同下）
* STAR + 5E【Envision（高瞻远瞩）、Engage（全情投入）、Energize（鼓舞士气）、Enable（授人以渔）、Execute（卓越执行）】目标，分工，困难，激励，反馈，指导

**Team Work**

1. 跟我讲一个你最近一次团队经历。

* In the summer holiday, I participated in a social practice, with the topic of ‘Students’ Affair Management of Chinese Universities under the Digital Economy’, and I’m a common member of it. Our six members were separated into two groups, questionnaire group and interviewing group, and I am in charge of the latter. First, the questionnaire group designed the first version of questionnaire about students’ affair management and we interviewed the first interviewees, whom consisted of students and counselors from different-level universities. Through the first step, we got enough information to set our target, which was decided as the effects on Students’ Affair Management and suggestions under the digital economy. Then we went into the phase two, the questionnaire group designed the second questionnaire,which is more specific, and we also adapted our interview questions to serve the topic. After collecting all the information needed, we started our data processing tasks, which was our transition to the last stage, papers writing. The data collected in the questionnaires was used for quantitative analysis and our interview record was for qualitative analysis, demonstrating our opinion and suggestions, and that’s all for our teamwork.

1. 你在团队里的角色是什么？你是怎么跟其他团队成员合作的？

* A common member(but the leader regarded meas a good thinker / efficient executor)

I will finish my task assigned to me excellently and punctually, and give a helping hand when others are too busy. Also, I will communicate with the leader and other members when there’s doubt on me and contribute my idea selflessly when brainstorming. Even if I don’t agree with team’s decisions 100per cent, I will still defer to them. Moreover, being able to point out problems as soon as possible is also necessary when cooperating with others.

1. 你有没有在团队中是解决过纷争？你是如何做的？结果如何？

Yes,of course. Disagreement is inevitable when cooperating.To deal with it,

* First, I will Identify what kind of disagreement it is (opinions/emotions)
* ①（观点不一）If it is a problem about different opinions, I will judge if this disagreement about opinions is important. If it is an essential one, concerning our team's core or target, like decisions on the target of our social practice,I think I need to make decisions rationally.

If not, like it is just about the expression of a sentence in the essay, I would make it clear that we don't have to waste time on it, and if I am the leader, I would decide swiftly by taking the compromise proposal and stop this argument to allow more time for other essential tasks.

* ②（私人恩怨）if it is a emotional problem, it is better to talk to them in private to learn about the conflict. For example,In the team of our politics course, a couple,who were our teammates, broke up and the atmosphere became very awkward. I had a chat with them respectively and hoped they could see a bigger picture, putting our teamwork and cooperation in the first place. They agreed and our task was finished smoothly. Ultimately, our team made a success.

1. 有没有过团队成员不干事的经历？你是怎么处理的？

Yes, I have experienced it several times, especially when the team is a randomly formed one. For example, one of my teammates in a course assignment never finished his share and ignored our messages deliberately. And I knew I should do something.

* First, I communicated with him to learn about his reasons for not cooperating, to see if he was too busy or just too lazy. If the reason is the former, I usually choose to unburden him. However, his reason was the latter, so I emphasized that we were in cooperation and enumerated some negative consequences that his behaviour would bring about to individuals and our team.

Unfortunately, he still dragged our foot, and after discussion, I asked him to make some material compensation(like buying milktea), and I warned him that if he stuck to his fluke mind, we would write a contribution list, marking his contribution as zero, and even kick him off our team. Ultimately, he compromised and took his responsibility.

**Communication Skills**

1. 给我讲一个你成功说服他人接受你的思路的例子

When our team was in preparations for the Golden Education Corporation Competition of the Nanjing division, we need to transform our industry research paper which had been finished in the preliminary into a presentation. The paper was very long, but we only had 10 minutes to present. Moreover, everyone in our team inclined to keep their part ,which they were responsible for in the papers more. As the leader, I noticed that the topic requested that our suggestions was the key point, so I thought it was an important differentiator. I made my thoughts clear to my teammates and persuaded them to agree with focusing on suggestions with rising its proportion to 60 per cent. It turned out that we were right when the judge was in favour of our framework and suggestions, especially when other candidates all ignored the request and failed to grasp the key point.

1. 给我讲一个你做过的成功的竞选。为什么你觉得这个竞选很成功？

* My successful election happened in the leaderless group discussion of students’ union’s interview of our academy. Our discussion’s task is to determine our plans for the admission ceremony of our academy at the school sports meeting. In the discussion, I was the ice-breaker who raised the first suggestion, so I left a good impression on the interviewer.
* And during the discussion, I was also the time-keeper and did not behave very aggressively, while some students were eager to control the right of speech, making decisions without seeking advice from others. The reason I consider this election successful is that I got my ideal position finally, and retrospecting the interview, I think I’ve got some valuable experience about leaderless group discussion, which is a common evaluation form nowadays. And the experience is that successful teamwork needs active members, but not aggressive leaders. When everyone is competent, you don’t have to fight for the position of leader, dedicated engagement in your work matters the most.

1. 你有没有过必须通过写作来阐述你观点的经历？你是如何做的？

Yeah, in one of my general education curriculum about biography, the final evaluation way was to write a essay about our reflections on this course. However, I only knew a little about biography even I had learned that course, as I didn’t choose biography as my college entrance examination subject. As a result, I definitely couldn’t create a professional essay with my messed-up biography concept, but I have to write something, so I created a science fiction about imagining the future world with artificial wombs and external fertilization, expressing my worries about the future biography, and got a nice grade.

**Attitudes and Values**

1. **跟我说一个你曾经给自己设立的目标，你是怎么鼓励自己实现的？**

* Ambitious goals are based on small targets stacked up.At present, my long-term goal is to find a satisfying job, and in this process,I need to make several efforts including study, going abroad and so on. So the goals in college are mostly short-term goals . Through a stack of small targets, we eventually achieve what we want. Before we go to college, our biggest goal is to be admitted to an ideal university.
* To be admitted into my ideal university, I learned a lot about scientific learning tips,like what time is suitable for doing what kind of task, according to the theory, I set a strict daily schedule and carried out it day by day. It is similar to many excellent students’ schedule, so I will focus on its differences from other schedules.
* First, I kept the habit of ‘early to bed, early to rise’.I got up at five thirty and went to bed before eleven thirty, as I refused staying up very late and the six-hour sleep is enough for me to keep energetic. Second, I stuck to everyday exercise, like running and playing badminton, which helps me stay healthy physically. Moreover, to keep my mental health, I would have chats with my teachers and my parents regularly. Besides, as a liberal arts student, I attached great importance to knowledge-reciting, and that’s also my reason for getting up so early. I would recite for half an hour first and went to wash. After getting to school, I also found a quiet place to continue my reciting. Through these efforts, I indeed attain a not-bad result.

1. **你有没有过为了完成任务付出200%努力的经历？**

* 考大学（回忆过程

1. **举例说明你怎样获得一种技能，并将其转化为实践。**
2. **How to keep motivated when you have to finish Repetitive tasks?**

* 1.Try to find interesting points from the boring tasks
* 2.Pretend I am a president or emperor who is authorizing some essential documents when I’m carrying out the task
* 3.Listen to my favourite music when doing it, or clean up my desk before the work , just to keep myself in a good mood
* 4.If my teammates are also completing some repetitive tasks, we could exchange our tasks for a while.

**Ability to deal with contradictions**

1. 你有没有不同意同组成员意见的时候？你是如何处理的？

* Yes,of course. Disagreement is inevitable when cooperating.
* First, I will judge if our disagreement about different opinions is important.
* （重要）If it is an essential one, concerning our team's core or target, like decisions on the target of our social practice,I think we need to discuss more and make decisions rationally, guaranteeing our final plan is a thoughtful one.
* （不重要）If not, like it is just about the expression of a sentence in the essay, I would make it clear that we don't have to waste time on it, and if I am the leader, I would decide swiftly by taking the compromise proposal and stop this argument to allow more time for other essential tasks.

1. 如果你的一个同事不是特别喜欢你，但是你还要和他/她一起共事，这时候你会怎么处理？

* First, I would pretend I don't know about it, and keep calm and friendly, in case of the intensification of the conflict.
* Second, I would tell my leader about this and ask him to reduce contact between the one that doesn’t like me and me, guaranteeing our team's friendly atmosphere and proceeding with team’s smooth cooperation.

1. 跟我说一个你**被迫**做出不受团队欢迎的决定的经历。

* It was a week before our semi-final competition, but our team was also busy with our curriculum.So I had to ask my team to stay up late and finish our share scheduled beforehand, in case of missing the deadline. Everyone was exhausted, but I had no choice.

**Ability to deal with failures**

* 跟我说说你有没有努力尝试做一件事情，但是最终失败了。
* In the semi-final of the Golden business competition, We encountered a problem beyond our ability. It asked us to estimate Keep’s value and utilize virtual money, which is equal to its 10% estimated value, to implement our suggestions which we raised beforehand. As the leader, I allocated the work and everyone has his part. We tried our best, searching for lots of information, burning night oil for a week, but due to our lack in experience and professional knowledge(like how to make a professional financial ppt), as none of us had learned ACCA at that time, and we only learned a little about accountancy. So the ppt we made looked very unprofessional. Consequently, we are criticized by the judge and ranked the last. I was a little sad then, but I also got to know how to improve our powerpoint.
* Well, I think failure is inevitable, but what to do with it after the failure matters. So after that failure, I began to care about my daily knowledge building and focus on enhancing professionalism, and I believe I can do better now.

* 跟我分享一个你的缺点，在工作中这种缺点对你造成什么影响？

1.（要求太高）I'm too demanding of myself and too perfectionist, sometimes affecting my work efficiency, invisibly extending my working hours;

2.（经验缺乏）I lack experience in consulting and need help from NCA, so I'm unable to find a relevant internship;

**Time Management**

1. (设阶段目标和ddl) (Multitasks)Make a schedule and divide each project into different stages. Set small milestones and clear deadlines for each phrase.
2. （计划留白）In response to some emergency, I will set aside extra time in schedule.
3. （任务排序）Sort the projects according to their importance and urgency rationally under Multitasks.Save my time and energy for the most important and urgent one.

**Information gathering skills**

【辩论】Debate: First, I will search for the relevant debating contests, which offers lots of data, researches and papers. After confirming reliability of all those references, I will continue searching based on those initial materials, thus gathering abundant informations

【特定公司】When it comes to those specific companies, I will search for their financial reports, prospectus（注意读音）, interpretations of those consulting companies, relevant financial news and comments (offering supporting evidence).  
【大环境】When it comes to industry environment, I will search for relevant policy, financial news, and data.

【产业】When I have to search to get to know an industry, I need to search for its industry chain, the financial reports of typical companies, and relevant financial news and comments.

【办活动】In order to better organizing an activity successfully and smoothly, first I will identify the general environment and policy requirements from the advisors, like online or offline. Additionally, I will learn from other schools' relevant events from their official accounts, referring to past years' programs and take the good from the bad.

【社会实践】First, I searched for the essays concerning the topic. I remember we found the latest State Council reports about the digital economy, so we adopted the framework of the reports. Later we made up questionnaire, interviewed the counselors and students to further amplify the research.

**班长的职责？**

I was responsible for message-notification, like informing everyone to do a nucleic acid test, and I also took charge of information collection, and coordinating with another monitor and other commissaries.

**社团经历教给我的：**

How to lead and organize a club is quite different from that in a students’ union,

First, there is not any mandatory rule or restriction to manage your members, so sometimes you need to change your mindset, and to persuade and motivate everyone to participate and coordinate by your personal impact or personal charm, but not by command.

Moreover, you need to learn about other administrator’s personality, according to which you had better adjust your way to cooperate with them, because not everyone is as sharp-witted as my colleagues in students’ union. And inevitably, you have to compromise sometimes.

**Innovation**

举例证明，你的一个创意曾经对一个项目的成功起到至关重要的作用

Hello.My name is Mingjia Fu, you can also call me by my English name, Nina. I’m a sophomore majoring in Business Administration.

I’m out-going and easy-going,so I can be a good communicator and a patient listener. I enjoy the process of coordinating with others . I also hope i can be a life-long learner, willing to process, absorb and move on.

My learning ability is fine and I ranked top 20% in my major. In the term of student affairs, I’m totally experienced and possess the ability of leadership. I also took pat in a business competition in my freshman year and got a good rank.

Well, about my future career , I hope that I can enter a consulting company after I’m conferred with the bachelor degree . On this basis, I also expect that I can gain better career development opportunity, like getting an MBA degree.

So I think I have the quality required to join NCA and meet your expectations.  I also need NCA to train my business ability and realize my career plans. We need each other, and that’s all for my self-introduction.