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Personal Statement

Although almost three years have passed since I earned my Master's degree from the Institute of Computer Integrated Manufacturing (ICIM) at the prestigious xx University, my hunger for learning has never been more intense. In many ways I feel that the Chinese educational system has not allowed me to reach my full potential. Now that I have found an area that truly interests me, I have decided to pursue an additional degree in the area of enterprise IT management.

xx is one of the top five universities in China, and I chose an ambitious degree plan during my four years there. I earned a dual bachelor's degree in Machinery Manufacturing/Automation and Automation and Control, which required me to work twice as hard as my single major classmates. But I strongly believed in myself and my capabilities, and I was awarded the People's Fellowship Second Class Award five times as well as the People's Fellowship Third Class Award three times. In Mathematics and Electronics courses (which I was very interested in), I received full marks in an advanced mathematics course and 90/100 in my

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electronics courses. My undergraduate thesis was commended as “Excellent”, which was further proof that I had made the right decision to push myself towards a dual degree.

Graduate school at xx was a natural progression for me, and I ranked second on the postgraduate entrance exam. I developed deep knowledge in the areas of databases, computer integrated manufacturing, optimization and control theory while mastering the developing tools such as Visual C, Visual B, ORACLE and SQL/SERVER. I also worked on two projects funded by the xx: “xx” and “xx”, as well as “xx”, directed by well known professor Dr. xx. I also was awarded first prize for the “Self-improvement Fund” of xx University, but one of my most important activities was my initiative to study MBA courses on my own. In addition to my graduate curriculum, I studied microeconomics, enterprise operation management, information management systems, marketing theories and database mining, among others. These self-studies gave me a much broader perspective – rather than focusing on technical issues, I found a greater appreciation for the “soft skills” necessary to be successful in business, in areas such as teamwork, marketing and human resources.

After graduation, I was employed by xx Ltd. with responsibility for planning and implementation of MIS in product line management. I worked as the project manager when we worked with a company to implement a CRM system called SELLWELL2000 to improve our product tracking and market management. In October 2001 I joined xx IT Ltd., the first xx in China, where I was in charge of the distribution module implementation. There I was fortunate to receive systematic training in ORACLE APPLICATION 11i, Enterprise Resource Planning (ERP) systems, distribution modules, finance modules and manufacturing modules. On one project, we worked with a subsidiary of xx Ltd. to successfully implement ORACLE inventory, purchasing and order management modules. Currently I am working on a project for China Mobile Communications in setting up an ERP system, where I have helped with solutions for inventory, project accounting and fixed assets management. Each project that I have participated in has deepened both my experience and my interest in ERP implementation and enterprise IT management.

Moving from technical studies to managerial studies is a natural evolution for me. I have always worked and studied in the field of enterprise information engineering from postgraduate study throughout my career. I have become familiar with enterprise management in dealing with many different types of organizations, including Taiwanese, individually and wholly owned enterprises from many different industries, including electronics, household appliances, traditional mechanical manufacturing and trade companies. Early on I focused on my

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technical skills to become an expert in the field, and I put a lot of time into learning programming skills, participating in research programs and working on extracurricular projects for companies to gain technical experience. My MBA self-study introduced me to the other side of business, in management, where teamwork and leadership take on a wholly different dimension. It is my strong desire to continue to study ERP management to complete my skill set, and to allow me to take my place among the business leaders in China by promoting social progress and maximizing my personal value to society.

Currently, Chinese companies lag far behind those of developed countries in terms of enterprise management. It is only relatively recently that the economy has opened up to worldwide competition. Large retailers, manufacturers and service providers are pouring into China to try to gain a foothold in the world's largest marketplace. These companies will all need high-caliber, talented individuals that have advanced international management training but who also understand the nuances of the local market in China. Enterprise IT management is not a purely theoretical area; rather, it requires a solid understanding of the practical aspects of the company. My work and research experience with ERP, PDM and CRM, as well as my educational background, will be helpful, but I would like to continue to research in the areas of enterprise IT management, supply chain management and e-business.

To reach my fullest potential, I sincerely desire to continue along my successful career path by earning my degree from your esteemed university. I have already proven my strong academic aptitude and scientific research abilities with my formal undergraduate and postgraduate education at one of the top universities in China. I have five years of successful work experience in dealing with operational models in many different industries. I am very strongly motivated to learn cutting-edge theories and business methods and I have the ability to learn very quickly. My main inspiration for my continuing studies is to be able to systematically study advanced foreign knowledge in enterprise management and to familiarize myself with foreign thought processes, understand Western commercial rules and to become an international renowned expert and business leader that can successfully guide an enterprise in today's hyper-competitive global business environment. I would consider it an honor and a privilege if you would allow me to earn my degree and to make my unique contribution in your esteemed program.

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明星文书导师 **native speaker**

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