Why are you applying to the Business Minor? Considering your own interests and passions, what led you to conclude that the Business Minor combined with your current major is the optimal educational path for you? (300-500 words)

Digital marketing has gone from an optional method of advertisement to a vital step in business outreach. Interned as a business development ambassador at China Telecom Americas, I coordinated the regional manager by promoting SIM cards to students at UMich. Grasping the opportunity of digital marketing, we went to different social media platforms to reach out new-coming students to discover potential customers. However, it’s unlikely to persuade different customers if we use exactly the same strategies to market our SIM cards, so marketing based on individual customer’s need is necessary. As a data science major student, I utilized our backend database online and made a statistical chart for past year customers’ composition, finding that visiting scholars from China occupies a large proportion in Winter 2019. Thus, they should be our main targeted customers this year. I analyzed their behavior and found that most of them are first time coming to the U.S. and are not proficient English, so we should emphasize our bilingual (i.e. both Chinese and English) customer service to satisfy their need. Therefore, I believe that business and data are inseparable, which is why I want to minor in business. I plan to work on business analysis to facilitate solutions to problems for stakeholders. Ross Business minor attracts me by its action-oriented business classes, great resources for finding a business analyst position after my undergraduates, and my future plan after getting a job.

Ross Business minor curriculum provides me with a strong understanding of business fundamentals, which could offer me enough background knowledge for expanding my data analysis skills to the business field. MKT 418 Marketing Analytics links data to business decisions. It gives me insights on my business analysis career by teaching me to manage the marketing research process and ways to corporate such information to marketing decision-making. TO 618 talks supportive tools and analytics for making business decisions, which gives me professional and technical expertise for business analysis.

Ross Business minor could also give me career resources outside academics. Since I plan to work for a few years after my Bachelor’s degree, iMpact could offer me exclusive coaching for developing resumes, networking, interview preparations etc. to help me better search jobs easier. Most importantly, iMpact could help me get access to the Ross alumni and help me network with them, which is a key part of working towards business analysis career. The recently launched Michigan Ross FinTech Initiative program also attracts me. Fintech industry uses computers and other technologies to support financial services, which is the industry I’m likely to work in the future. I plan to join Ross student organization like Michigan FinTech, as I want to participate in their business challenge and recruiting events & presentations, which could help my career development.

After working two years, I plan to get an MBA degree at Ross by having a Data and Business Analytics Concentration. Getting a Ross minor during my undergraduates could help get an initial insight on what an MBA degree would look like.