How did you discover your intellectual and academic interests, and how will you explore them at the University of Pennsylvania? Please respond considering the specific undergraduate school you have selected. (300-450 words / 2295 characters)

Seeing all my favorite childhood street stores closed during the pandemic got me thinking: At this rate, with the driving force of Indonesia's economy closing down, how will we hold up in the next decade? Seeing this, along with our notoriously low financial literacy rates, it has always been my dream to financially empower these people through my own social business.

Majoring in Finance at the Wharton Business School would be the perfect opportunity for me to further enhance myself personally and professionally. By attending one of the most competitive undergraduate business programs, Wharton’s curriculum will help me develop my leadership skills, as well as equip me with fundamental knowledge of business.

Having said that, I look forward to putting into practice the skills and knowledge I'll learn in the classrooms to the real world by participating in the WIP and GMC study abroad program. I believe the former will give me hands-on experience by working on real-life challenges faced by small businesses in different parts of the globe. Through business lectures, as well as visits to small business sites, I believe that my practical business skills will significantly improve. I then plan to apply the skills I've learnt through this experience, when helping MSMEs in my home country.

Moreover, I am also interested in applying for the GMC programs, particularly the Sustainable Growth in ASEAN and Managing in Emerging Economies programs. In Indonesia’s situation, I believe that learning from neighboring countries is very important, as it provides us with ways to combat challenges in a similar cultural environment. Through this program, I am sure I will further familiarize myself with those challenges and gain valuable knowledge to tackle these problems. However, living in an emerging economy, I feel that joining the latter program can provide me with a fresh viewpoint from another region in a similar situation. I believe that this combination will be the perfect step in realizing my dream of overcoming Indonesia’s small business financial difficulties.

Adding to what I’ve touched on, UPenn also has strong alumni connections, which is why I desire participating in the WARC. I strongly believe that a widespread network will provide a strong support system that will help me build my dream social business.

Through the academic rigor and hands-on experience, together with the wide connections and diverse communities that the University of Pennsylvania has to offer, I am confident that attending the Wharton Business School would be the right step towards achieving my dreams professionally and as a person.

Hello! Great job on the essay so far, I think you know what you want to do and you’re trying to aim high which says a lot about your ambition. Upenn could be difficult to get in, but I know it’s worth it once you’re there.

One part I’m a bit confused about is that you’re interested in majoring in Finance, but the things you discussed seem to be more global economy or entrepreneurship related. I understand the interest in the small business structure, but it’s not really an industry either, so I couldn’t really connect the major and what you intend to do. I feel like you need to make the connection better between what your intend to do and how exactly it relates to Finance.

Be a bit more specific in what you’re looking for in Wharton. I like the fact that you mentioned the two study programs, but I know you could elaborate on your answers more. I feel like it’s better for you to extensively discuss what you could gain from specific programs or classes, rather than mentioning the alumni network, facilities, etc, and not really discussing why these matter to you. Imagine yourself as a Upenn student, what do you have over people who aren’t Upenn students?