**What kind of a business student are you? The Cornell SC Johnson College of Business offers two distinct business programs, the *Charles H. Dyson School of Applied Economics and Management* and the *School of Hotel Administration*. Please describe how your interests and ambitions can be met through one or both of the Schools within the College. (650 words)**

The idea of greed and thirst for money is a common stereotype linked to the business world. However, I view business as a window of opportunity to serve a greater purpose. A way to combine my hobbies and passions, simultaneously working towards a goal for future betterment of society. I believe that business focuses on value creation for society, and profit as the byproduct.

My first taste of the business world was during my internship at a microfinance firm “Amartha”. The holistic internship experience allowed me to observe all working cogwheels and gears from business development, programming, as well as social impact analysis. Whilst making social impact reports, I saw their success in increasing the income of those businesses. Observing the difficulties and challenges behind the operations and growth of an enterprise. I admired their attempt to balance profit-making with their values to empower female entrepreneurs in the informal sector despite delaying the break-even point.

Thrilled to apply this lesson learned in my first real-life business opportunity: helping my friend open her own beauty care clinic. Meticulously crafting this business from building a marketing plan to budgeting. As we entered a highly competitive “red ocean”, I realized the importance of customer loyalty, so, with the hopes of gaining an edge, I suggested offering free or discounted trials. Enhancing the inner beauty of each client was her goal, combined with the close relationship established with her clients further propelled her success. I learned how sometimes emphasis on value creation is more significant than innovation in formulating success.

Hence, deploying my entrepreneurial spirit in my everyday life. I founded “Ourdrobe”, a second-hand fashion marketplace. Valuing the balance between fashion in relation to ecological and social impacts. I focused on serving my purpose. Spreading awareness of the unseen implications of fast fashion, especially the environmental impacts, and sharing tactics of “thrift culture” to advocate the slow fashion movement through this platform. Hoping to evolve the industry to meet the UN’s Sustainable Development Goals.

My experiences with business during high school helped me understand how difficult it is and the meticulous nature behind creating a business. Cornell’s courses and programs that are tailored to real-world experience aligned with global trends will best equip me in entering the business world. With the goals of growing my business and building it into a social enterprise, I intend to take a concentration in “Entrepreneurship and Innovation” and “Strategy” at Dyson.

I am inspired to study Strategy under Professor Aija Leiponen whose work on innovation especially with the case of data technology entranced me. Being able to see the power of data and acquiring analytical skills crucial in marketing and decision making to grow my startup. From the Honors Research Program, I will conduct my own investigation in business ethics in relation to cheap labor in the fashion industry, an issue enveloping the surrounding community where I grew up. Aside from the core courses in my intended concentration, I would like to take courses like AEM 2220 - Foundational Perspectives and Contemporary Issues in Entrepreneurship and AEM 3380 - Social Entrepreneurs, Innovators, and Problem Solvers. Broadening my perspective on the various techniques to create social impact.

At Dyson, I aim to grasp the “Leadership by design” opportunity to simultaneously build my entrepreneurial and collaborative skills. I look forward to meeting other members of the Cornell community and gain new perspectives from them. Brewing insights and brainstorming ideas for venturing on projects in the future. Introducing and expanding their businesses as well as my own on a global scale.

I am confident all resources that Cornell offers will equip me to create optimal value for society whilst improving my business acumen. Cornell’s Dyson will open a portal, allowing me to explore beyond my boundary. Thus, alighting my flame of passion for entrepreneurship and innovation.