**A-1: Introductory assignment**

1. **What previous background you come from?**

I did my bachelors in BIT and since then I have been working for a software company named Cotiviti ,which is a US based Healthcare data company and I am currently working as a Senior software Engineer and Team lead in the same company.

1. **What prompted you to pursue further studies in business administration?**

I felt that a degree like EMBA would open a lot of doors for me. First of all, I think it will help in my career growth , a degree in a prestigious college like KUSOM will help me differentiate myself in the crowd and if I were to be promoted to a management position within my company, the skills I gain here during EMBA will be helpful there as well. Furthermore, I really want to do something on my own so the things I learn during EMBA would help me in my entrepreneurial journey as well. Being from a technical background, I think EMBA will be a different challenge for me and would add a new and different perspective to my arsenal. I will be getting an expertise in a new field. And the best thing about EMBA being a generalized degree, its knowledge can be applied across all the industries. So due to all these perks, I decided to pursue my further studies in business administration.

1. **How do you justify the inclusion of business environment analysis as a core course in your program?**

The purpose of an MBA program is to help the students become good business professionals and since business environment analysis is all about the study of all the conditions, events and influences that affects the business , it is very important for students to learn about business environment which will help the them become better business professionals. Studying the business environment helps in resolving opportunities and threats as we can know about the opportunities beforehand and take advantage of it and know the risks which helps us to mitigate it successfully. It also helps us to identify activities which has potential for growth and helps us to capitalize on it. Changes in business environment are constant so if we keep ourselves updates with the latest facts and information about the environment relating to our field of business, it will help us make sound decision and it will be easier for us to deal with the problems. Similarly it helps us to identify the strength and weakness in compliance with the development happening globally. The companies which adopt their business practices based on the environment improve their performance and have advantage over their competitors. We can find many examples of companies who were late in recognizing their business environment and were taken over by their competitors like Nokia, Kodak etc. So it is quite clear that those who ignore their business environment will have hard time competing in the market hence I think those who are striving to become business professional should be very wary of the business environment that’s why I think it has been added as a core course in the EMBA program.

***Reference: https://www.mywestford.com/blog/important-factors-of-business-environment-for-mba-professionals***