

Business School Essay

When given a choice between joining TV team and Display team in Samsung Electronics, I chose to experience the challenge of revitalizing stagnant Display business. That was due to the influence of my father who experimented with diverse areas of business, from dairy to fishing-farms, which fostered new opportunities and employment for the community. Growing up in an environment where my father cultivated in me an entrepreneurial mindset, I always pursue challenge and broader stage of life.

My decision to join the Display team paid off. As a business analyst, I provided a variety of insightful reports to support the top managements' crucial decision-makings that led main product change from monitors to commercial display, a pioneering business transformation from B2C to B2B in Samsung Electronics. Furthermore, in order to make the strategy actually happen, I also successfully led the major changes in KPIs, which was key task to drive 55 subsidiaries worldwide. As a result of all efforts, new B2B business has been continuously growing and offering new opportunities for our team.

Through my experiences, I confirmed my goal to make new opportunities through new business development. In the short run, I want to lead solution business development in Samsung Research America. Newly developed devices have been considered new business models in Samsung Electronics. Despite a wide range of products and over 40,000 software engineers, there has not been a thoughtful trial to develop solution business models utilizing Samsung's strengths. I will initiate an entrepreneurship to make opportunities, especially in profitable B2B market. After that, I will lead establishment of Samsung Group Business Development Center, and devote myself as a Chief Visionary Officer to enhance Samsung's business development ability. In the long run, I have a plan to make an advisory firm specialized in business development to help more companies make opportunities. Given that, what I need to learn more is clear: how to execute entrepreneurship in my organization. That's the reason that I applied for Samsung MBA Sponsorship program, and I was selected as 50 out of 220,000 employees.

Among MBA programs, my choice is Columbia Business School. With its theoretically and practically well-balanced curriculum, CBS directly addresses my goals. At first, I must study about how to instill entrepreneurship into a big and stable organization; CBS fully supports my needs with its various programs in The Eugene Lang Entrepreneurship Center, which can help me develop entrepreneurial mindset and experience the business development. Especially, I am considering Summer Fellowship Program to experience start-ups in real market. Simultaneously, I have to broaden my perspective on diverse industries, which will help me identify potential B2B markets that Samsung can address with its solutions business models. CBS also provides best solutions to my second needs. It has a number of great classes focused on learning diverse business cases, such as 'Integrated Marketing Strategy'. Other than that, CBS's diversity and powerful network will help me design creative business models over time.

While taking language classes at Lewisohn Hall in 1006, I frequented the Uris Hall library, and saw the fierce competition, yet the dynamic and unwavering passion of the CBS students. I made a promise to myself that in due time, when I was ready, CBS would be a push in my career and my mission to better myself and those around me.

Why Business School Essay

Liyong Dong



Why Business School Essay:

Business School Essays that Made a Difference Nedda Gilbert, Princeton Review (Firm), 2003 Essays That Scored What makes business school applications so brutal For most applicants it s the number length and complexity of the essays they have to write Most top schools require multiple essays and this book is your best bet for acing them all 1 Forty four real life essays critiqued by admissions officers from Tuck Chicago MIT Michigan Babson and more 2 Eight case studies of b school applicants what worked and what didn t 3 Essay question translations what they re really asking 4 Insider advice from admissions officers and current MBA students at the following schools Columbia Business School Freeman School of Business Tulane Haas School of Business UC Berkeley Olin Graduate School of Business Babson University of Chicago s Graduate School of Business Inside you ll find application essays from the following business schools Freeman School of Business Tulane Kenan Flagler Business School UNC Chapel Hill McCombs School of Business U Texas Austin Olin Graduate School of Business Babson College Peter F Drucker Graduate School of Management Claremont Graduate University Rutgers Business School Simon Graduate School of Business Administration U of Rochester Sloan School of Management MIT Tippie School of Management University of Iowa Tuck School of Business Dartmouth University of Chicago s Graduate School of Business University of Michigan Business School Weatherhead School of Business Case Western Reserve *The Business School Buzz Book* Carolyn C. Wise, Stephanie Hauser, 2007 In this updated guide Vault publishes the entire surveys of current students and alumni at more than 100 top business schools Each 4 to 5 page entry is composed almost entirely of insider comments from students and alumni Each school profile features surveys of about 10 students or alumni These narratives provide applicants with detailed and balanced perspectives and insider information on admissions and employment prospects which is lacking in other business school guides **The Business School Buzz Book** Vault Editors, 2006-02-07 In this new edition Vault publishes the entire surveys of current students and alumni at more than 100 top business schools Each 4 to 5 page entry is composed of insider comments from students and alumni as well as the school s responses to the comments

Getting Into Business School Brandon Royal, 2013-01-01 Secrets to Getting into Business School helps candidates develop the skills and mindset needed to prepare a first class business school application This manual contains 60 sample application essays covering all ten major types of MBA essays as well as exhibits highlighting relevant application documents sample letters of recommendation with critiques an interview evaluation form complete with interviewer s comments an interview thank you note sample employment records and professionally formatted resumes and extracurricular presentations showing how candidates present their awards and recognition community service collegiate activities and hobbies and interests **Essays That Worked for Business Schools (Revised)** Boykin Curry, Brian Kasbar, 2007-12-18 Applicants looking for the competitive edge in getting accepted at the business school of their choice may want to peruse this book *Security Traders Handbook* Every year thousands apply for a finite number of places in business schools With similar

grades backgrounds and goals sometimes the only thing that can make an applicant stand out is the application essay It s the best chance you have to shine and tip the balance in your favor Essays That Worked for Business Schools shows that the best essays are brief sincere and personal Some are off the wall some are bold all are unique to their creator One applicant writes about starting his own airline Another tells about the corruption in his job as a defense contractor And a third reflects on his license plate From the thousands submitted each year the forty essays in this book were considered some of the best by admissions officers at the nation s top business schools As this collection demonstrates with creativity and effort you can turn almost any topic into an effective successful essay for your business school application *Essays That Will Get You into Business School* Dan Kaufman,Chris Dowhan,2003-10-01 This book updated with many new sample essays is focused to help college students who are seeking admission to graduate schools of business administration Extensive essay writing advice covers the do s and don ts in writing a successful essay plus and instructs in the process of organizing ideas writing a rough draft then re writing a final finished essay for presentation It is followed with approximately 75 sample essays all of them written by business school applicants accepted for enrollment in leading schools *Business School Essays That Made a Difference, 6th Edition* The Princeton Review,2015-02-03 The inside word on business school admissions To gain admission to the top business schools you need more than just high test scores and a strong GPA you need to crush your essays *Business School Essays That Made a Difference 6th Edition* gives you resources to help do just that including Real essays written by MBA applicants with commentary from the admissions experts An overview of b school admissions and the role of essays in your application Insider advice Interviews with admissions pros at Cornell George Washington Penn State and more *Business School Essays That Made a Difference 6th Edition* includes essays submitted to the following schools Babson College Olin Graduate School of Business Dartmouth College Tuck School of Business Emory University Goizueta Business School Massachusetts Institute of Technology Sloan School of Management The University of Chicago Booth School of Business University of Michigan Stephen M Ross School of Business University of North Carolina at Chapel Hill Kenan Flagler Business School University of Virginia Darden School of Business **Best 143 Business Schools** Nedda Gilbert,Princeton Review (Firm),2004 Our Best 357 Colleges is the best selling college guide on the market because it is the voice of the students Now we let graduate students speak for themselves too in these brand new guides for selecting the ideal business law medical or arts and humanities graduate school It includes detailed profiles rankings based on student surveys like those made popular by our Best 357 Colleges guide as well as student quotes about classes professors the social scene and more Plus we cover the ins and outs of admissions and financial aid Each guide also includes an index of all schools with the most pertinent facts such as contact information And we ve topped it all off with our school says section where participating schools can talk back by providing their own profiles It s a whole new way to find the perfect match in a graduate school **Perfect Phrases for Business School Acceptance** Paul Bodine,2008-10-31 The Right Phrase for the

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MBA Admissions Strategy Avi Gordon, 2010-07-01 This book focuses on the essay writing process and includes a writing toolbox which has been adapted to meet the specific needs of MBA applicants

50+ Successful Wharton Business School Essays Bredesen Lewis, 2012-07-01 This book was created by Wharton Business School students Acknowl

How to Get Into the Right Business School James L. Strachan, J. Strachan, 1998-11-11 Focuses on recognizing that the best business school varies for each applicant It provides behind the scenes details on the major business schools highlights strategies for standing out from the competition and offers insight on trends affecting admissions

Business Week's Guide to the Best Business Schools John A. Byrne, 1991 Must reading for anyone interested in acquiring an MBA this survey of recent graduates and corporate recruiters ranks and discusses the graduate business schools All the key areas are covered including how to get better scores on the GMATs which school will help get the best job at the highest salary and more

Business School Admissions Adviser 2000 Shari Holmer Lewis, Alice Murphey, 1999

Peterson's MBA Programs Peterson's (Firm), 2006 Detail on accredited MBA programs in the U S and Canada

Business Writing Jeanne W. Halpern, Judith M. Kilborn, Agnes M. Lokke, 1987

Harvard Business School Bulletin, 1985

McGraw-Hill's GMAT, 2009 Edition James Hasik, Stacey Rudnick, Ryan Hackney, 2008-07-01 6 complete exams with fully explained answers in the book only edition Includes special strategies for getting into the best MBA programs from choosing the right program to surviving in business school Valuable information for the more than 90 000 testers who take the GMAT overseas Foreword by Julie Barefoot dean of Admissions at Goizueta Graduate School of Business Emory University Atlanta The GMAT is given throughout the year at testing centers in the United States

Barron's Guide to Graduate Business Schools Eugene Miller, 1997 Updated for the coming academic year this manual presents profiles of more than 650 business schools with details on admission requirements academic programs fields of specialization tuition and fees career placement services and other pertinent details Leading Canadian schools are also profiled Additional features include advice on choosing the school that best fits the reader's circumstances and career goals

Which MBA? George Bickerstaffe, 2002 This is a fully comprehensive authoritative guide to programmes worldwide presenting an unbiased and detailed assessment of the options available taking the reader through every aspect of studying for an MBA

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Table of Contents Why Business School Essay

1. Understanding the eBook Why Business School Essay
 - The Rise of Digital Reading Why Business School Essay
 - Advantages of eBooks Over Traditional Books
2. Identifying Why Business School Essay
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Why Business School Essay
 - User-Friendly Interface
4. Exploring eBook Recommendations from Why Business School Essay
 - Personalized Recommendations
 - Why Business School Essay User Reviews and Ratings
 - Why Business School Essay and Bestseller Lists
5. Accessing Why Business School Essay Free and Paid eBooks
 - Why Business School Essay Public Domain eBooks
 - Why Business School Essay eBook Subscription Services
 - Why Business School Essay Budget-Friendly Options
6. Navigating Why Business School Essay eBook Formats

- ePub, PDF, MOBI, and More
- Why Business School Essay Compatibility with Devices
- Why Business School Essay Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Why Business School Essay
 - Highlighting and Note-Taking Why Business School Essay
 - Interactive Elements Why Business School Essay
- 8. Staying Engaged with Why Business School Essay
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Why Business School Essay
- 9. Balancing eBooks and Physical Books Why Business School Essay
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Why Business School Essay
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Why Business School Essay
 - Setting Reading Goals Why Business School Essay
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Why Business School Essay
 - Fact-Checking eBook Content of Why Business School Essay
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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