

## 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 reasons 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 2006, 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.

**Need to impress the admission committee?**

Our editors can assist you get enrolled.

[Order Now](#)