

**WHAT DO YOU HOPE TO GAIN FROM THE DUKE MBA? HOW DOES IT FIT INTO YOUR SHORT AND LONG TERMS GOALS?**

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Duke's Fuqua School of Business provides the ideal opportunity to cultivate my intellectual understanding of business management within a classroom setting, and explore innovative ideas with a diverse and global student body. My short-term goal is to transition into Strategic Management Consulting, is part and parcel of my ultimate objective, which is to design the business model for a multinational corporation. With the disappearance of economic borders and the emergence of transnational business networks and agreements, Duke's rich curriculum and global perspective will furnish me with the educational training and practical skills to achieve my professional aspiration.

I have developed world-class technical experience during my tenure at IBM. As a Software Engineer and Pre-Sales Specialist, I developed a diversified range of skill-sets that have garnered both distinction and praise. Specifically, my coordination of innovative product development, product management, and staff management has earned me a promotion, and two patents. In addition, my contribution as a Pre-Sales Specialist was awarded with IBM's prestigious "Top Gun" award, which is given to a top 10% performer. In conjunction with my technical accomplishments, I actively cultivated my ability to interact with clients, lead and empower colleagues, and enable business projects. However, in order to become a consummate Strategic Consultant for IBM, I still require the fundamental acumen in finance, accounting, marketing, and other core business areas. The opportunity to enrich my knowledge of these fundamental disciplines, within an educational context that emphasis the importance of global business and internationalism, leads me squarely toward Duke.

Duke's unique curriculum is specifically tailored to meet my educational requirements. First, the four-semester structure of the program will expose me to a broad array of courses cultivating fundamental business analysis skills. Second, the Strategy concentration curriculum with international strategy, strategy implementation, and international operations management will allow me to develop in-depth knowledge preparing me well for my immediate aspirations of Strategic Consulting. In addition, this coursework will enhance my intellectual understanding of global business models and strategy, which will serve my long-term aim of leading a multinational corporation. Duke also boasts an extremely dynamic international student body, allowing me to learn among leaders from all over the world and understand cultural similarities and differences. Moreover, in order to supplement my intellectual development with practical consulting training, I will participate in Duke's Deloitte Case Competition. Coupled with my business-oriented aims, I also aspire to continue my commitment to educational awareness in the society. In line with this spirit, I hope to plant the seeds for "early literacy program" in Durham through the Net Impact Club.

The Duke MBA's rich curriculum is perhaps only trumped by its dynamic student body and world-class faculty, making it the ideal setting to learn business and experience it in action. Although I can truly envision my short and long term goal to lead in the area of global business, the Duke MBA will make this *world of opportunity* a reality.