

Describe and evaluate one experience that significantly influenced your academic goals.

(200 words max.)

I used to think that a business degree was just a ticket to a job. The way to learn about business was by doing it, not by attending school. However, a few months ago I learned that this was not how it worked. A friend of mine had tried to sell stuffed toys imported from China, but failed to make a satisfactory deal. Confident that I could do better, I set out to sell the remaining toys at a profitable price. Although the toys were slightly less stylish than Disney toys, they were of similar quality and also more affordable. It therefore seemed logical to target the lower-end market and position the toys as an impulse product, but none of the many retailers I approached were interested. I had no idea what had gone wrong, but it was clear that I lacked the knowledge, analysis and research skills I needed to be a successful marketer. Consequently, I realized that attending lectures and preparing for mid-terms had much more relevance to the real world of business than I previously thought. My academic goals have not changed, but the value I attach to earning my BCom is now much higher.

What qualities do you have that would make you successful in the Bachelor of Commerce program?

I believe that time management and a willingness to learn will be the key to my success in UBC's Bachelor of Commerce program. This belief has been reinforced in the last six months, when I faced the challenge of balancing four college courses, a 25-hour per week job, and 8-10 hours of weekly volunteer work. My ability to perform under pressure was enhanced because I set up a system which supported multiple commitments. In assessing the big picture, I ensured that my work and volunteer schedule was flexible enough to accommodate the rigidity of school deadlines and exam times. I also took stock of my free time, identifying gaps where I could study, such as when I was riding the bus. This was an optimal plan which facilitated a high level of productivity, and on those occasions when unforeseen circumstances interfered with it, I adjusted easily because I was on top of my game. Furthermore, my enthusiasm to learn about many different things was vital to the sense of motivation and satisfaction I experienced during this time. This quality particularly distinguishes me as an applicant in that it will make attending business school a pleasure, rather than a chore.