

# A statement of purpose by francis shih-wei liang essay

[Business](#), [Management](#)



A wise person once told me that life consists of milestones along key points in our journey. These are usually marked by defining choices that steer people toward one direction or another. In my case, one such milestone came after a period of clarity and serious self-evaluation that helped me decide on my chosen career path.

At this point, I know that my work experience, academic background, professional ambitions, and my field of interest all point toward one thing: specialized business administration. I have decided to pursue a Master of Science in Administrative Studies with a Concentration in Multinational Commerce. I believe that additional university training, combined with practical experience, will help me achieve my goal.

Looking back, it appears that my past experiences have prepared me for this new opportunity that has come my way. As a personal trainer for California Fitness, I assisted people with respect to improving and maintaining their fitness and health while adjusting work schedules and executing daily operations. I also helped direct buyers with respect to resale and determined mark-up and mark-down percentages for DLive Sportswear. I served as a sales agent for Watertec Purification, Inc., dealing with customers and closing deals on a regular basis. As a visual merchandiser for Sui Genesis Consignment, I created display ideas and managed the visual development of online store merchandise. Finally, I served as a merchandise, visual display and stock organizer for Diesel.

My training has also led me to this point. I currently cross-specialize in the fashion, physical education and textile engineering industries thanks to my education at two fine universities. I have also picked up and honed skills in

visual merchandising, product redesign, Logo and Identity System Design, and Concept and Product Development. I am proficient in the use of various Adobe software and extremely familiar Macintosh and Windows Systems. I can also speak Mandarin Chinese, Taiwanese and English fluently.

The final determining factor of my choice, however, lies with my passion. I have a heart for working with people in a multinational environment. I know that a deeper, well-balanced understanding of people, how they think and how they feel is the key to succeeding in my chosen field. I desire to delve into the different issues that affect individuals and communities on multiple levels on the global business scale. Learning the theory and practice of doing so will only provide more fuel for the flame that is already burning in my heart.

There is, however, an even deeper reason behind my decision to excel in the field of business administration. The time I've spent working with people has developed my desire to help them realize (and even transcend) their fullest potential. Nothing gives me greater joy than seeing people grow and evolve into the kind of people they are meant to be. However, before I can help others be the best that they can be, I must first be the best person I can be.

. To summarize, this is what I intend to accomplish by completing Boston University's Master of Science Program in Administrative Studies with a Concentration in Multinational Commerce

1. Explore my field of interest further and deepen my understanding of it. A greater understanding of business administration will also lead me to a greater understanding of myself.
2. Take my leadership and technical skills to the next level. Upgrading my

skills means upgrading myself. This will help me develop my own personal brand, make it stand out and enable it to succeed in the competitive world of business.

3. Complete my joy and passion by using my heart and abilities to meet the world's needs. There is nothing quite like the sense of fulfillment I receive from using my skills, talents and abilities to give back to the community that helped me succeed in the first place.