

Everybody and an  
approach to  
business. secondly,  
besides

[Business](#), [Decision Making](#)



Everybody has a dream. A cheering picture of the future that energizes our emotions and the mind. It is often the most; if not the only important aspect of life. For me, understanding business and gaining the best sales and marketing skills is the blueprint of my potential and purpose.

Reason being, my ultimate goal is to run a successful business in the near future. I have come to the enlightenment that in order to be successful in business, having the right knowledge about business in general and more so gaining practicable marketing skills is essential. To support effective planning and decision making, a vast knowledge of business is mandatory. In order to have the best team of professional business people and attract customers, marketing is inevitable.

That is why I pursued a bachelor in business administration with an emphasis in finance. I have a longing desire to understand analytical methods and statistics that will enable me to extract valuable business skills and strategies. For this reason, I have found the need to enroll for a master of science in Business Analytics (MSBA); specifically at UCI Paul Merage School of Business due to the high regard I have for the school. I already have a diploma in programming and had enrolled in master level MSIT where I took classes in SQL.

My decision to transfer to UCI is found in deep and intense research. However, the decision to join UCI Paul Merage School of Business is one that I have made with the consideration of various aspects. Personally, I have 6 years of work experience within which I have learned the importance of understanding analytical and statistical skills with a balance and an approach

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to business. Secondly, besides understanding these skills, I have found it necessary to have them in order to land a good and paying job that will help me start up my own business. My interest in gaining numerous skills that relate to business and technology is based on the fact that these skills are a must-have in order to succeed in the world of business. Moreover, technology is changing the way we run businesses and so should we. The exceptional success in businesses and corporations run by graduates of UCI Merage School of Business is the main drive for me to seek acceptance.

I strongly believe that UCI Merage will impact me with the skills I need for business and together we can make the world a better place for all.