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# Business School Essay

Situating myself at the heart of business in 2015-2016 is a critical step toward achieving my long-term goals. Through studying at Columbia Business School, I will gain exposure to experiences that would otherwise be inaccessible to me; I will capitalize on that unique time and place.

Next year, Samsung Electronics will launch display managed service in New York, the first form of B2B solution. For the first time, Samsung will organize the whole value chain and lead various partners, including those at financing firms and service companies. To achieve my goal of leading solution business development, I need to hone in on the project, evaluate Samsung's strengths and weaknesses, and develop a more sophisticated solution business model. Columbia Business School not only makes this possible but it will also allow me to flourish in the process.

Columbia Business School's flexible curriculum, central location, and developed entrepreneurial competence enable me to participate in the project and gain in-depth insights about said project. This will simultaneously provide me with internal and external perspectives. Moreover, I can also use the classroom as a means to parse and polish the project. The unique nature of Samsung Electronics' first entrepreneurial B2B business case enables us to share diversified ideas about the project in class. Every single idea shared in the CBS community about the project will be a great asset for me, and the asset is obtainable only at CBS, at the very center of business.

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