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For

[DUKE UNIVERSITY]

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1. Professionalism & The Five Principles are the pillars of the Duke MEM program. Choose one principle and explain how you plan to contribute in that way at Duke MEM and beyond.

Answer

One of the main reasons why Duke MEM caught my eye was its principles. Since I have had extensive work experience, I feel that I can connect with these principles, and not only extract value from the program but also contribute meaningfully to the cohort. The principle that I relate to the most is 'teamwork'.

During my schooling, I was elected as the Head Girl and entrusted with the responsibility of leading the student representative bodies of different houses in the school. This equipped me with the much-needed confidence and organizational skills. During college, I interacted with people from different backgrounds as I marked my participation in various college clubs. This taught me the value of networking and teamwork.

At Veritiv Corp, I was a part of a continuous improvement program, where I spearheaded continuous improvement projects and delivered impressive results. From interacting with stakeholders across departments to involving key executors in brainstorming solutions, I involved people to contribute to the success of the projects. This experience proved useful as I led a team of 300 associates at IBM and successfully delivered all KPIs through my team's extensive efforts.

At Duke, I bring with me the ability to build networks and interact with people from various backgrounds. I will channel my experience towards my involvement in group projects, internships, student-led clubs, and events; thereby proving to be a valuable asset to the campus.

2. Do any of the elective tracks within the Duke MEM program appear to fit your needs? If so, which one and why? If not, and understanding you are free to change your mind later, list 3-4 electives within or outside MEM and how they will help you meet your career goals.

Answer

In addition to elevating my technical and managerial skills through the Duke MEM program, there are other areas as well that I would like to explore through the electives. The three electives that particularly pique my interest are Product Development, Technical Entrepreneurship, and Data Science for Business Intelligence.

Through the Product Development electives, I seek to acquire insights into the life-cycle of a product and the way it is planned, forecasted, produced, and marketed. I intend to gain a knack for negotiation, managing the

development of products, and the strategies involved. I also want to learn about project management, market research, design thinking, and innovation management.

From the Data Science for Business Intelligence elective, I want to learn how data science is used to advance, fast-track, and transform a business. This elective will equip me with the nitty-gritty of big data, data science, artificial intelligence, and the practical applications of these concepts. Also, I will have the chance to learn about Machine Learning and Data Visualization in greater depth.

Technical Entrepreneurship is another interesting elective that will familiarize me with the supply chain. I will learn to design, operate, and ameliorate the supply chain of the business, and will also gain a robust knowledge of concepts like forecasting, operations management, and supply chain management. I am eager to add value to my skill set through these electives.

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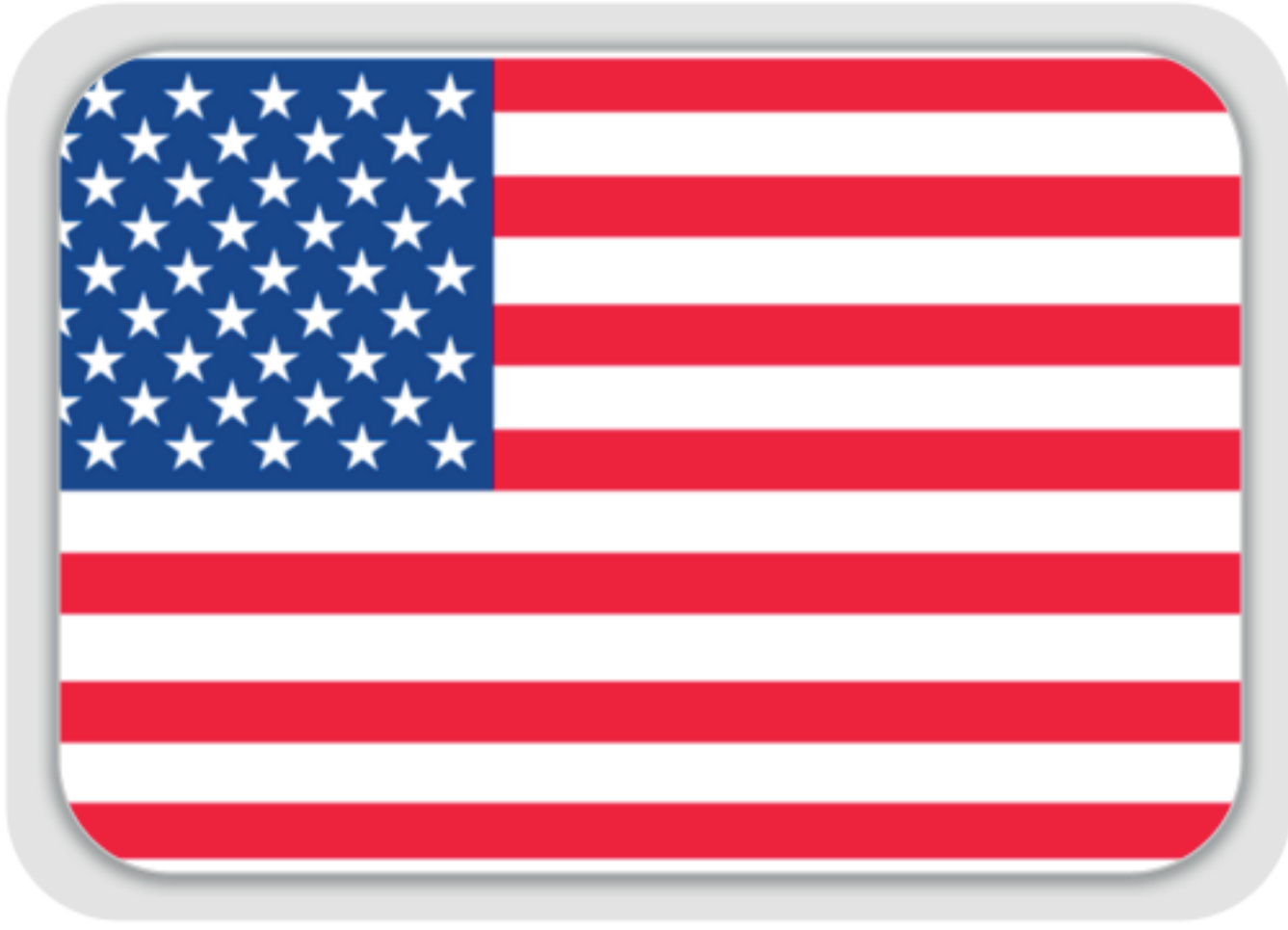
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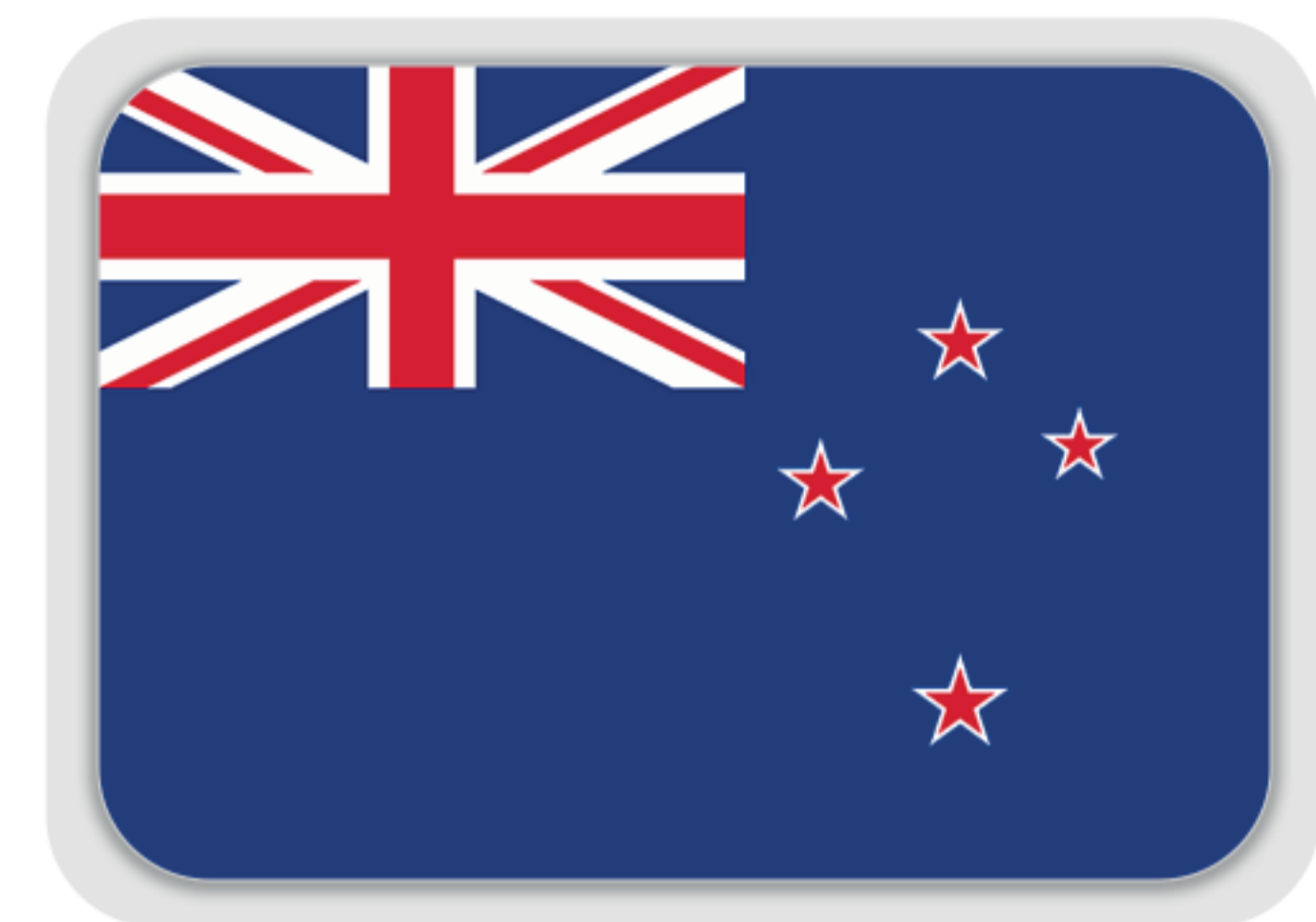
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