

Business School Essay

For the past two years, I've worked as a special taskforce member under control of CEO to acquire a casino machine supplier license in Nevada, U.S. Its primary purpose is to obtain a selling point for negotiations with casino operators concerning future casino business in Japan, while the Japan's casino legislation will be completed in several years. Roughly 80% of the licensing process has been completed, and it's been quite successful.

Through discussions with CEO, I realized that casino business would stimulate the Japanese economy by attracting visitors from all over the world and by creating job opportunities for local residents, and it would be the best choice for our company, considering its potential market scale and the resources we accumulated through our current businesses. Although I had been skeptical of the casino business in Japan because of associated concerns like money laundering, I was convinced by CEO's detailed plan and passion that we would be able to realize it without negative influences.

Based on CEO's foresight, my company considers the casino business its growth opportunity. To become a casino operator in Japan, cross-border M&A that gives us casino operation skills is critical. Thus, we plan to execute M&A with foreign casino operators within five years.

My short-term career goal is to hold the leadership position in post-merger integration (PMI) for said M&A. As a legal advisor, by collaborating with internal and external finance specialists, I've worked on large scale M&A projects, such as the group restructuring which took place in 2015 involving 12 group companies. Through these projects, I realized that implementing effective management is vital for PMI and that effective management for PMI is to monitor internal or external operation process and to make decisions before it gets worse with understanding of contract matters. In fact, we failed at some previous PMI projects because we couldn't perform these things. I have honed project management skills and legal insight necessary for M&A, and I believe my experiences in M&A make me a right candidate to be in charge of PMI because PMI must be conducted based on understanding of M&A processes. However, since I have no experiences in PMI, I need to improve management perspectives to hold the leadership position in PMI for our future casino business.

Meanwhile, my long-term career goal is to become the director of the casino business and create business strategies that differentiate us from other casino operators, including those in nearby countries like South Korea and Macau. To stay attractive permanently, I believe marketing will be a critical factor.

Thus, my goal at Anderson is to learn management and marketing, especially those effective in the entertainment industry. First, "Takeovers, Restructuring, and Corporate Governance" will meet my needs to improve management perspectives, because Nobuaki Iwaoka (Class of 2015) told me that the lecture is based on the Professor Greene's extensive experience in the real business world. I will choose "Entertainment" as my specialization. "Entertainment Marketing" and "Entertainment Strategy" will teach me marketing theories and business models effective in the entertainment industry.

Applied Management Research program will enhance my global leadership perspectives necessary to lead the PMI process, by allowing me to put into practice the lessons taught in classes. I'll contribute to this team-based project by enhancing new ideas among team members and integrate these ideas to reach the most balanced solution while creating mutual trust among team members. While my colleagues used to work independently to avoid conflict, I persuaded them to discuss various opinions without being afraid of possible conflict soon after I was promoted to a manager of 6-member overseas legal team this year. Active discussion enabled us to create effective solutions.

I will utilize resources in "Center for Management of Enterprise in Media, Entertainment & Sports". By attending the speaker series called "Entertainment That Matters", I will learn the expertise to drive social change through entertainment businesses from leading people in the industry. I believe such experiences will prepare me for the job as a director of the casino business, through which I hope to make an impact on Japanese economy and society. Also, I'll join "Entertainment Management Association" and hold the "Entertainment Career Night" to find company executives with whom I can discuss business ideas I create by thinking fearlessly for casino business in Japan.

I visited Anderson in September 2016 and talked with XXX (Class of 2017). He convinced me that at Anderson I can get support for my trial of new ideas from the collaborative classmates.

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