

Trung Hoang

EAP 508- P02 Graduate Communications across the Disciplines

Professor Habib & Richardson

Project 2 | Multidisciplinary Colloquium Project

CURIOSITY PAPER

As an undergraduate student in technical background from Germany, I had a chance to work as project manager in ABB factory in Vietnam. As you might already know, ABB is a leader in power and automation technologies, which provides approximately 50% electricity in the world. After three years, I gained not only useful working experiences but also I have been able to identify clearly both my strengths and weaknesses. Compared to other team members in my department, I realized that my weaknesses are not only limited to the lack of basic business background but also critical, analytical and strategic thinking. In order to bridge the gap, I decided to take 2-years fulltime MBA course with specialization Entrepreneurship in GMU. Furthermore, by working with other students from other countries, I hope that I can enhance my abilities to work effectively within diverse groups with other people from different backgrounds and cultures. Finally, I expect that after graduation MBA in GMU, with a good background in both commercial and technical fields combined with international experiences earned in US and Germany, I could be able to open my own business in Vietnam to turn my ideas into reality.

On the other hand, if I could work for any company in the world, I would choose to work for Google in California, especially as a project manager for Project X, where Google try to make revolutionary technological innovations like driverless car or google glass. Compared to another companies like Apple or Samsung, it seems to me that all projects from Google does not mainly focus on making money, their ultimate goal is to invent new technologies to making life easier. Due to the fact that I do not have sufficient IT background to join deeply in Project X, I still could be able to work as a project manager or a planner in order to coordinate and manage all people in team to keep the project's plan and stay on the budget.

With the development of the Internet, the business models have shifted from the basics of capitalism to a new modern model. As we all know, all business models are focusing on making more and more profits for companies as Milton Friedman's famous quote: "There is one and only one social responsibility of business -- to increase its profits" (Friedman, September 1970). After analyzing his article in New York Times Magazine, I wonder if his business model is still correct anymore because it seems to me that all biggest companies in the world like Facebook, Google, Amazon or even a new startup – Uber, their common goal is to serving more and more people, not earning profits. As Harish Manwani, COO from Unilever, described the new business model in his TED's talk in Singapore as "Profit's not always the point", he claimed that all companies should change their business purpose in order to be more successful. (Manwani, 2013). With the Internet, leading firms like Facebook or Google not only serve locally within America, billions of people are using them every day for their daily work or entertainment without paying any fees, millions of meeting around the world are done using free communication tools like Skype, Viber or even Facebook. So, if all services are free, how can those companies make profits? The answer is surprisingly simple, the profits come from advertisement. Take Facebook for example, Facebook has 1.2 billion users worldwide, half of them use Facebook very frequently. Facebook charges their customers, the companies who have advertisement in Facebook, about \$1 per click for sidebar ads and \$0.5 for sponsored stories ads. Facebook's biggest customers are Ford, HSBC, Mc Donald and even Google places an ads in Facebook. It is easy to understand why Facebook can double its size every year and reached annual revenue at \$7.8 billion in 2013 (Business management degree, 2014). Understanding this new business model helps me redefine the purpose of my company if I had chance to open in, is to provide a product or service that everybody wants to use, the money will come naturally. And MBA program was created to provide critical, analytical and strategic thinking, which also called "out-of-the-box thinking", so people can generate new innovative ideas and products effectively.

By way of conclusion, I would like to reaffirm my position that MBA is created from a set of skills and knowledge that can help people think more creatively and critically to serve more people and by doing this they can create profits sustainably.

References

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