**Please expand on why you are pursuing this program (250 words or less):**

As someone with specific short- and long-term goals, I believe that I will greatly benefit from this postgraduate program. In the future, I plan to implement my newfound knowledge of technology management, such as SQL, R-studio, machine learning, and many other digital tools, to enhance the growth of my family’s business, a paper and pulp company.

Columbia University provides unrivaled resources, including outstanding faculty and a highly regarded capstone project. I am thrilled to learn from Professor Thomas Cowan, the Associate Director of the Center for Technology Management, who specializes in artificial intelligence. I look forward to working with him to gain an understanding of an efficient business operation with the assistance of AI. Furthermore, this program is famous for its capstone project, which will prepare me for real-world challenges. In the project, I will learn how to apply the technical, leadership, and communication skills required to identify, develop, and implement an integrated digital transformation plan to help my family business thrive in this digital age.

A Master of Science in Technology Management program at the University of Columbia will be a defining experience through which I can sharpen my knowledge of digital transformation. By participating in this program, I will also have hands-on learning from Dr. Thomas Cowan about utilizing AI to improve the operation of my family business.

Total words: 220 words

Hi Kev,

I’ve edited some of the content to make the whole thing more concise. It is good that you’ve mentioned Dr. Cowan and the capstone project for this prompt. It shows that you’ve done your research and provided more reasons why Columbia is your dream school.

Best,

Melinda

\*\* for paragraph 2

Hi Kev,

I noticed that the content of your paragraph 2 is exactly the same as your SOP/PS. Thus, I advise that you only use the Dr. Craig once. Another excellent alternative to replace this content is mentioning the capstone project that is highly praised by all of the Columbia alumni. It appears that the project is the Launchpad to the alumni’s successful ventures after graduation.

Here’s some other mentors that you can mention in your essay: <https://sps.columbia.edu/mentor/thomas-cowan>

<https://sps.columbia.edu/faculty/norman-jacknis>

and here’s a direct quote from an alumni about Dr. Norman Jacknis:

“*Another professor who stood out is Dr. Norman Jacknis; he is a senior lecturer with the program and teaches several courses, including Leading Disruptive Change in a Digital Economy and Machine Learning & AI for Technology Leaders. Dr. Jacknis has been the director of Cisco’s IBSG Public Sector Group, the CIO and commissioner of Westchester County, New York, and the cochair of Technology and Enterprise Architecture in New York State Government’s CIO Council, among a few other roles. Professor Jacknis has decades of expert knowledge, especially in artificial intelligence but also in so many management functions. He has an answer to any question that one may think of*.”

Here’s a quote about Prof. Cowan:

“*Similarly my mentor and Program Director, Professor Cowan, has experience in top level management positions in IBM as well as building several companies and an active member on several boards; could give a wide range of views and best practises over many different disciplines. This exposure, the insights and access they offered, are invaluable*.”

However, make sure that you do your own personal research about what you desire to learn from Prof. Jacknis or Prof. Cowan and how you’d apply that knowledge to help your family business.

Lastly, you can also mention the student diversity as an attractive part of the program. You can talk about how you’re excited to learn from other industry professionals coming from different fields, life experiences, and culture. Show that you want to belong and contribute to a valuable student network and how learning along these amazing people can hone your soft skills.

Best wishes,

Melinda