The demand for skilled and experienced leaders who can guide their firms to compete in today’s highly competitive, global, technology-based economy has never been higher. Columbia University’s **M.S. in Technology Management** provides new technology professionals and recent graduates with the key strategic and tactical skills necessary to drive enhanced organizational performance through the use of technology and to become leaders in the field. For the full-time option, courses take place on Columbia’s New York City campus and the program takes one year to complete. For the part-time option, courses take place on Columbia’s New York City campus and the program takes up to 2 years to complete. Courses are scheduled to accommodate working professionals.

At a Glance

In This Master’s Program, You Will…

* **Develop the technical, strategic, political, and communications skills** necessary to lead through constant digital innovation and disruption.
* **Learn how to implement new technology** that enhances business performance and growth.
* **Develop the management and communications skills** to successfully lead initiatives and major projects within or between organizations.
* **Leverage technology** as a driver for business process innovation and improvement.
* **Anticipate, adapt to and accelerate**technology’s impact on individuals, organizations, and industries

Program Features Include…

* **A dynamic curriculum,**including current trends and issues in high-level technology management.
* **An esteemed faculty,**including accomplished executives from the C-suites of major organizations worldwide and from Columbia’s Schools and affiliates, who bring practical experience, management skills, and leadership expertise.
* **An in-depth Capstone Project** in which students critically assess and creatively address a real-world challenge, culminating in an oral defense in front of an executive panel.
* **Access to Columbia University’s Ivy League resources**, networking opportunities, and global alumni base.

Your statement of academic purpose (500–750 words) should clearly and concisely address the following:

Your purpose and interest in pursuing the M.S. in Technology Management, focusing on how it relates to your immediate and long-term professional plans, including your current role. The areas you hope to explore in our curriculum. What you will contribute to the program and student cohort

Growing up, I have seen my parents and family members working hard to expand my family’s business, and for this reason, I desire to continue my family’s legacy in the paper industry. As someone with deep connection and concern for the well-being of the firm, I have spent years understanding the inner working of the company and its current weaknesses. One particular case that led me to pursue M.S. in Technology Management was when I witnessed the company face technology management crisis during my marketing internship. Due to an outdated system, the company suffered from many operational and managerial issues. Most of the employees in my family business lacked the necessary knowledge in using technology such as ERP, Integrated Banking System, and many other technological advancements. They preferred the traditional way of using a paper and a pen, which was inefficient for tracking historical sales, purchasing demand, and auditing. As the future CEO of the company, I wish to learn more about technology management system at Columbia to create a digital breakthrough in my family business.

I am excited to learn from Dr Craig Cuyar who is a Global CIO at Omnicom Group. His successful experience in enabling an IT transformation will assist me in adopting a similar digital transformation for my family business, switching from a paper-based system to an ERP system. Furthermore, Dr. Cuyar’s tutelage would be paramount in guiding me to help my family business recover from the COVID-19 impact.

Moreover, I believe that TMGT PS5116 (Digital Strategy and Leadership) is an essential class that will teach me how to formulate an effective and sustainable business solution. TMGT PS6301 (Operations Management) is another indispensable class for me to learn the principles of risk management and quality control, training and documentation requirements, standards design, and IT support systems to increase the efficiency of my family’s business operation.

After graduating from Columbia University, I am planning to continue and grow my family’s business in Indonesia by applying my newfound knowledge of technology innovation, business operation, and leadership skills. I will start the digital transformation by creating training sessions, bringing together tech-savvy employees and forming trainer teams in various divisions. Utilizing tools such as machine learning, SQL, R studio, and Tableau, I plan to optimize the vision of my company.

In the long run, I want to create my own start up business to reduce the unemployment rate in my country. Due to their lack of information, I have seen many laborers being underpaid or underappreciated. I have heard many stories from my employees that their husbands could not find work as labourers. Thus, I am encouraged to create a job platform or website to help all blue collar workers in Indonesia find work on a regular basis. My M.S. in Technology management can be my foundation in learning how to manage a start-up with the help of digital tools such as machine learning.

In my previous working experience, I successfully led my team and presented the use of Slimstock software to 11 managers. My team was able to pass the KPI requirements after I proposed a recommendation for the managers to input the historical demand in Slimstock to minimize manual calculation and avoid data inaccuracy. This resulted in an increase in the forecast accuracy by 10% and a reduction in the excess stocks by 3.5% within 3 months. From this experience, I learned that a good leader must have excellent communication skills, empathy, and integrity. There was also a time when some of the managers disrespected me during my presentation, and I knew it was because I was the youngest among them. Even so, I focused on giving the best quality of work and remained confident during the software presentation, and in the end, they ended up praising my presentation. Thus, I am confident that I can contribute to the program by being highly adaptable under pressure and successfully leading my team in group projects.

I desire to pursue my MS in Technology Management at Columbia to attain vital skills, such as technical skills (SQL, Tableau, RStudio, and Machine Learning) to lead teams of various backgrounds and problem-solving skills to ensure the sustainability of my family’s business strategy. All of these skills will also help me in developing my future start-up company to address a pressing problem in my home country: high unemployment rates. Columbia University will teach me how to not only survive but also thrive in the fierce business jungle.

FINAL DRAFT:

Hi Kev,

Now that you’ve included a reason behind your desire to create a blue-collar job platform, your long-term goal has become relevant. The conflict during your working experience also adds credibility to your problem-solving skills. Good job ☺

To adhere to the word limit, I have edited out some portions of your essay.

Best,

Melinda

Hi Kevin,

I see that you’ve made significant revision and re-arrangement. Now, the flow of the essay is more logical and easier to follow. Good job! I’ve also directly edited parts of your essay to avoid redundancy in the content and made it more concise.

There are two parts in the essay that could still use some polish: one in the long term goal and one in the strength part. I advise that you read my and Chiara’s comments closely for the long term goal as without clarification from your part, your goal may appear far-fetched or sound slightly idealistic for the admissions committee. Make sure that your empathy for these blue collar workers shine through to sound genuine. Perhaps include a short anecdote so that your goal can appear relevant.

If you revise it accordingly, your long term goal can even be another part that showcases your strength as Columbia values sociability and interesting life experiences.

Best wishes!

Melinda