**What attracted you most to this program (250 words or less)?**

By pursuing an MS in Technology Management degree at University of Columbia, courses such as TMGT PS5116 (Digital Strategy and Leadership) and TMGT PS6301 (Operations Management) will be essential to shape my mindset on various ways of approaching a business problem and formulating an effective and sustainable business solution. Meanwhile, the operations management class is the study of the policies and processes that govern the internal operations of a technology-driven organization. It emphasizes the principles of risk management and quality control, training and documentation requirements, standards design, and IT support systems. Furthermore, the digital strategy class is an assessment of technology as a critical aspect of most firms' operations which focuses on the structuring and planning of technology projects and investments as well as product development, marketing, and the positioning of an organization in its external environment. I believe that these 2 classes will accommodate me in managing people and creating innovation using the latest technology in business. Acquiring those skillsets would be my short-term career goals since they are the key building blocks of being a successful entrepreneur. MS Technology Management will also equip me to pursue my long-term career goal in building my own venture and expanding on existing business operations to spearhead the innovation of old-fashioned family business in the paper industry in an ever-digitalizing world. Furthermore, an MS in Technology Management program at Columbia University will be the defining experience on which I will build my entrepreneurship abilities utilizing cutting-edge technology. More than just abilities in innovation and digital strategy, I feel this program will teach me how to succeed in a competitive corporate environment.

Hi Kevin,

I see that you’ve done some research about which classes you’re excited to take. That’s a good start!

However, I do feel parts of your essay can benefit from more personal approach and additional information regarding the program you want to do. See my side comments for more detail.

Best of luck!

Melinda

Hi Kevin!

I agree with Melinda. While you’ve started pointing out some classes that stand out to you, you haven’t told us exactly why they appeal to you and how they will help you achieve your goals.

You want to be careful to not just tell the reader what you will learn in the class, but also why this will be important for you in the future. The classes at Columbia are no doubt of quality and attractive to many candidates. Your job is to convince the admission officer why you are the best candidate for this program too, eg. because your vision/goals align with the program’s.

Best of luck,

Chiara