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 business. Ever since I could remember, I’ve always felt the urge 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’ve 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 and pen-and-paper-dominant 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 to track all of the information they needed, which was highly inefficient and ineffective in tracking historical sales, purchasing demand, auditing, and many other processes. the firmsitandkes As the future CEO of the company, I wish to learn more about technology management system at Columbia to create a digital transformation in my family business.

1st paragraph

Here are some ideas on what to write to open your SOP:

Growing up, I have seen my parents and family members working hard to expand my family business. Detail the things you like or admire from observing/working alongside them. Rather than stating you’re a natural problem solver, tell a story about you solving a problem as a high schooler/undergrad. If you had an undergrad degree in a related field (business or technology related), make sure to point this out in the intro to build a stronger case of why you’re an ideal candidate for this Master’s program.

2nd paragraph

As I mentioned in the side comment, this part would be stronger if you replace it with a specific incident. For instance, when you were working as a (mention your current role at the company), you found out that they still used paper and pen to record (…………..). Consequently, there were plenty of errors in auditing, and (point out to a bigger loss). Try to use numbers to show that it was a dire issue. Since you will take over your family’s role to lead the company soon, you realized that you’d need the skillset to lead your company towards digital transformation.

3rd paragraph

**Why Columbia? Why MS in Technology Management?**

After pinpointing the problems you’re facing as (current role in paper company), here is the paragraph to tell Columbia why you desire to study there. Why Columbia specifically? Are there specific classes you cannot find anywhere else? Renowned professor?

Do search for the syllabus or personal blog from current students/alumni and write about why you’re excited to be a part of their student body. I’ve highlighted the part where you mentioned operations management class and digital strategy class, but what you’ve written could be improved by including your own personal touch. For instance, you can mention that in digital strategy class, you’ll learn (specific lesson) and you want to apply it to (specific company problem). Additionally, you can also include the club/organization that you want to join at Columbia to venture outside academic interest.

At Columbia, I am excited to learn from Dr Craig Cuyar who is a Global CIO at Omnicom Group. He is responsible for leading the IT organization, digitally transforming it into a more innovative company with more client-focused technology capabilities. 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 the various ways of approaching a business problem and how to formulate an effective and sustainable business solution. In addition, this class can improve my knowledge in using the latest technology for many business purposes, such as making future investment, project, and innovation. TMGT PS6301 (Operations Management) is another indispensable class that help me implement 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: technology innovation (machine learning and SQL), business operation, and leadership skills. I will start the digital transformation by creating training sessions on various digital tools. By bringing together tech-savvy employees and forming trainer teams in various divisions, it will be easier for us to transition and enforce the implementation timeline target. Utilizing tools such as machine learning, SQL, R studio, and Tableau, the vision and organizational structure of the company will be optimized.

In the long run, I want to create my own start up business to reduce the unemployment rate in my country. What I have in mind is creating an app or website similar to LinkedIn for blue collar workers instead of professional workers. This app or website will help blue collar workers to find jobs easily. In Indonesia, there are many labourers who cannot find work because of their lack of resource or digital tools. Therefore, M.S. in Technology management will be my foundation to create my future start-up company because the program provides necessary technical skills in better at managing the start up with the help of digital tools such as machine learning. (***Read side comment on what to include to end this part).***

In my previous working experience, I successfully led my team and presented the use of Slimstock software to 11 managers. The 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 most quality of a good leader is communication skills, empathy, and integrity. In addition, the most effective way to positively influence others is to lead by setting an example. \*\*\**~~For instance, the CEO of a company should show good attitude and respect to everyone in the company so that the CEO can be the example for other employees to show good attitudes and respect to everyone. I did all of this due to my diligence in my previous working experience, and I believe that this diligence of mine will be one of the tools to quickly cope with the program.~~* (\*\*\****Read side comment on what to include to end this part).*** Based on my previous role, I’m confident that I can contribute to the program by being highly adaptable under pressure and successfully leading my team in group projects.

4th-5th paragraphs

**Strengths and Future Goals**

Here are some qualities that Columbia seeks in their candidates:

* + Academically exceptional
  + Highly motivated people who know specifically which career direction they want to take
  + Have the character and work ethic to achieve their goals
  + Have leadership qualities and good time management skills
  + Actively involved in community, sociable
  + Interesting life experience

Since you already know that Columbia is highly competitive and prestigious, it is imperative that your essay highlights the above qualities. Talk about your academic performance while pursuing your undergraduate degree. Pick some qualities to showcase from this time period. Afterward, use your working experience (the Slimstock project) and elaborate on how you successfully led the team despite obstacles etc. Remember that other candidates will also include their stellar working experience, so you definitely want to ensure that you are just as good, or even better.

In the next paragraph, talk about your goals (remember that Columbia appreciates distinct goals, i.e., project manager at Google etc). In your case, mention several milestones you want to achieve after taking over the company. Do include why you’d be a great future leader by using your past working experience and undergraduate education and why the additional knowledge from Columbia will prepare you even more. For both of your goals, make sure that you have a related experience and expertise to show Columbia the steps you’d take to bring your goals to fruition. Thus, unless you had a past experience in making apps/working with apps, it’s better to include attainable goals. The majority of successful applicants leverage their working and unique life experiences as the foundation of their future goals. For instance, an applicant who wants to be a product manager at Google had a B.S in computer science and working experience at a cyber start up and leading multi-million dollar project for Defence Force. This shows that his goal is realistic and Columbia definitely is a school that can help him become a more attractive candidate for his dream company.

My journey ahead is still long, and I plan to take over my family business after completing my MS porgram. 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 a business strategy. I believe 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 in the fierce business jungle but also to thrive in it.

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