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

I think the future will be digital, so those who cannot adapt will be left behind. Therefore, by pursuing an MS in Technology Management degree at University of Columbia, course such as TMGT PS5116 (Digital Strategy and Leadership) will be essential to shape my mindset on various ways of approaching a business problem and formulating an effective and sustainable business solution. I believe that this class will accommodate me with knowledge in using technology for many business purposes such as making future investment, project, and innovation using the latest technology in business. Acquiring those skillsets would be my short-term career goals since I am planning to digitalize my family business from a paper-based system to an ERP and digital system. MS Technology Management will also equip me in pursuing my long-term career goal which is creating a start-up company similar to LinkedIn for blue collar workers instead of professional workers which will help blue collar workers easier in finding jobs. In addition, by taking Technology Management program, I can learn the knowledge such as machine learning and use it to operate a company in a digital world selling service products like LinkedIn. 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