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 helped the company face technology management crisis. The issue is due to an outdated and pen-and-paper-dominant system, I realized that the company suffered from many operational and managerial issues when I was working as a marketing intern. Most of the employees in my family business lacked the necessary knowledge in using technology like ERP, Integrated banking system, and many other technological advancements. They preferred to use the traditional way which is paper and a pen to track all of the information they need, naturally causing the company headaches in tracking historical sales, purchasing demand, auditing, and many other processes. Therefore, I wish to learn more about technology management system in Columbia to broaden my knowledge specifically in technology management and use it 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.

I realized that my company need a breakthrough for technology innovation so that the company can utilize the technology like ERP and many other various tools to help managers in making better decision. I believe that I can learn a lot from Dr Craig Cuyar who is a Global CIO at Omnicom Group with responsibilities for leading the IT organization and enabling an IT transformation that enables more innovative and client-focused technology capabilities. I admire his experience in enabling an IT transformation which will help me in developing a digital transformation in my family business from using a paper-based system to an ERP system. Furthermore, since my family business is still recovering from the COVID-19 impact, his guidance and tutelage would be one of the most valuable parts of my MS in Technology Management experience.

On the other hand, TMGT PS5116 (Digital Strategy and Leadership) class is an assessment of technology as a critical aspect of most firms' operations which focuses on the structuring and planning of technology projects. I believe that this class will be essential to shape my mindset on various ways of approaching a business problem and formulating an effective and sustainable business solution. In addition, this class can also improve my knowledge in using technology for many business purposes such as making future investment, project, and innovation using the latest technology in business. Moreover, TMGT PS6301 (Operations Management) is the study of the policies and processes that govern the internal operations of a technology-driven organization. This class would accommodate me in applying the principles of risk management and quality control, training and documentation requirements, standards design, and IT support systems to my family business to increase the efficiency of the business operation.

Hence, after I graduate from Columbia University, I’m planning to continue and grow my family’s business back in my home country using the knowledge that I learn in the Technology Management program such as technology innovation (machine learning and SQL), business operation and leadership skills. This knowledge that I learned is best for educating the employees by creating training sessions on various digital tools. We can bring together tech-savvy employees and formed trainer teams in various divisions to help in the transition and enforce the implementation timeline target. After implementing tools like machine learning, SQL, R studio, and Tableau, the mindset and organizational structure of the company will slowly become more efficient and become more data-based due to the benefits of optimizing technology as the basis of business processes. However, this approach may take years to complete, and it requires the CEO to have strong managerial leadership skills so that the employees can put trust in the CEO that the system overhaul and SOP changes in the company will thrive. Other than training, the CEO can also hire additional young and tech savvy professionals in each team to support the older people in using tools like Excel or ERP. This would result the company’s culture and SOP to change drastically and it would affect the quality of the inventory management, cash flow, and net income with the help of technology. Furthermore, in my long-term goal, I also want to try creating my own start up business that will help to solve people’s problems in my home country. For instance, 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 easier in finding jobs. I am thrilled to create this start-up company since I want to reduce the unemployment rate in Indonesia and make Indonesia thrived. I often felt compassion for unemployed people in Indonesia who are difficult to even work as a labourer because of the lack of resource or digital tools. Therefore, M.S. in Technology management will be my basic foundations of creating 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.

Since the technology management in Columbia University is a very competitive program, I realize that I will contribute to the program by being a fast learner, so I can quickly adapt in this program and help other students in adapting to Columbia’s environment. Other than that, since I have contributed a lot in a group environment from my past internship experiences, I am more likely able to work together as a group in the program and help other students in the group projects. For instance, in my previous working experience, I worked together as a team, and I was able to lead the project which is to present the use of Slimstock software to 11 managers and help the team in passing the KPI requirements by proposing a recommendation for the managers to input the historical demand in Slimstock to minimize manual calculation and avoid data inaccuracy, hence allowing an increase in the forecast accuracy by 10% and reducing the excess stocks by 3.5% within 3 months. From this experience I learned that most important lesson about leadership is to talk confidently, show respect, and give good quality of work to other people so that people will respect you for being their leader. In addition, sometimes we also must lead by 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. Based on all those factors above, I’m confident that I’ll be able to contribute to the program by being a fast learner and able to lead my team in a group project assignment in order to become one of the best candidates for the Master of Science in Technology Management Program at Columbia University.

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 planned to take over my family business in my short term goals. However, there are important factors that I can only attain through MS in Technology Management at Columbia, such as sharpening my technical skills (SQL, Tableau, RStudio, and Machine Learning) regarding technology as a past issue when trying to lead teams of various backgrounds, or problem-solving process to ensure sustainability of a business strategy. Moreover, I think those technical skills will also help me in developing mu future start-up project and solve the problem in my home country which is high unemployment rates. I believe Columbia University will teach me how to not only survive in the fierce business jungle, but also thrive in it.

Best wishes and good luck, Kevin!

Melinda