**Please expand on why you are pursuing this program (250 words or less):**

Postgraduate program is not beneficial for everyone. Only people whose short-term and long-term goals needed postgraduate should pursue a master’s degree. I am one of those people who will be benefiting from this postgraduate for my future life. I am planning to learn technology management such as SQL, R studio, Machine Learning, and many other digital tools so that I can implement it to my family business, which is in the paper and pulp industry, and enhance the business performance and growth. In addition, I believe I wouldn’t be able to learn all these technical skills from a job experience because they will not have the time to train me all those skills. Hence, I think it is better to take a master’s degree to get those skills. Furthermore, I decided to pursue this program in Columbia specifically because it has an excellent professors and capstone project which is highly praised by all of Columbia alumni.

In Columbia, I’m thrilled to work with Thomas Cowan – Associate Director of the Center for Technology Management with a special focus on artificial intelligence and the leadership paths forward. I am looking forward to work with Thomas Cowan focusing on artificial intelligence which will help me in developing a more efficient business operation with the help of Artificial Intelligence. Furthermore, this program is famous for their capstone project which will help me in assessing a real-world challenge and develop an integrated digital transformation plan and solution which will boost my knowledge and ability in creating a digital transformation as a solution to my family business. In addition, in the capstone project, I will learn how to apply the technical, leadership, and communication skills required to identify, develop, and implement solutions within organizations.

A Master of Science in Technology Management program at the University of Columbia will be a defining experience through which I can sharpen my knowledge about digital transformation from the capstone project and apply it as a solution to my family business. By taking this program, I will also have a hands-on learning from Thomas Cowan about utilizing artificial intelligence to improve the operation of my family business.

\*\* for paragraph 2

Hi Kev,

I noticed that the content of your paragraph 2 is exactly the same as your SOP/PS. Thus, I advise that you only use the Dr. Craig once. Another excellent alternative to replace this content is mentioning the capstone project that is highly praised by all of the Columbia alumni. It appears that the project is the Launchpad to the alumni’s successful ventures after graduation.

Here’s some other mentors that you can mention in your essay: <https://sps.columbia.edu/mentor/thomas-cowan>

<https://sps.columbia.edu/faculty/norman-jacknis>

and here’s a direct quote from an alumni about Dr. Norman Jacknis:

“*Another professor who stood out is Dr. Norman Jacknis; he is a senior lecturer with the program and teaches several courses, including Leading Disruptive Change in a Digital Economy and Machine Learning & AI for Technology Leaders. Dr. Jacknis has been the director of Cisco’s IBSG Public Sector Group, the CIO and commissioner of Westchester County, New York, and the cochair of Technology and Enterprise Architecture in New York State Government’s CIO Council, among a few other roles. Professor Jacknis has decades of expert knowledge, especially in artificial intelligence but also in so many management functions. He has an answer to any question that one may think of*.”

Here’s a quote about Prof. Cowan:

“*Similarly my mentor and Program Director, Professor Cowan, has experience in top level management positions in IBM as well as building several companies and an active member on several boards; could give a wide range of views and best practises over many different disciplines. This exposure, the insights and access they offered, are invaluable*.”

However, make sure that you do your own personal research about what you desire to learn from Prof. Jacknis or Prof. Cowan and how you’d apply that knowledge to help your family business.

Lastly, you can also mention the student diversity as an attractive part of the program. You can talk about how you’re excited to learn from other industry professionals coming from different fields, life experiences, and culture. Show that you want to belong and contribute to a valuable student network and how learning along these amazing people can hone your soft skills.

Best wishes,

Melinda