

Bremen University of Applied Sciences

Mohammad Abu Noman

Digitalization and Transformation in Management(MA) Patia (4370), Chittagong,Bangladesh

Contact: +8801616258244

Email: ek787101@gmail.com

Motivational Letter

As a young student fascinated by the endless possibilities of technology, I embarked on my academic journey in Computer Science and Engineering with a sense of curiosity and determination. The rigorous coursework, combined with the thrill of solving complex problems, has shaped me into a resilient and innovative thinker. Every project, every line of code, and every sleepless night spent debugging has instilled in me a deep appreciation for the transformative power of digital solutions. This journey has not only strengthened my technical acumen but also ignited a passion for leveraging technology to drive meaningful change in the business world.

My keen interest in the Master of Business Administration in Management Digitalization and Transformation program at Bremen University of Applied Sciences. My Bachelor of Technology in Computer Science Engineering from Brainware University, where I achieved a CGPA of 7.85 out of 10 (approximately 80.81%), has provided me with a solid foundation in software development, data analysis, and system design. Here my major subjects were Data structure and Algorithms, Design and analysis of Algorithm, Object Oriented Programming (JAVA), Database Management Systems, and Programming for Problem Solving(C). My academic background, coupled with an IELTS score of 6.0 (with no band less than 5.5), equips me with the necessary skills and language proficiency to excel in an international academic environment.

A real-life situation in Bangladesh exemplifies how my background in CSE intersects with the business management world. During my daily commute in Dhaka, I noticed the inefficiencies in the public transportation system. Long wait times, unpredictable schedules, and overcrowded buses were common issues. Recognizing the potential for a technological solution, I envisioned a digital platform that could streamline the city's public transport system. By developing a mobile application that provides real-time bus tracking, schedule updates, and seat availability, commuters could plan their journeys more effectively, reducing wait times and improving overall satisfaction.

This idea highlights the intersection of technology and business management. To bring such a solution to life, it is not enough to possess technical skills alone. It requires understanding the market needs, managing a development team, collaborating with city officials, and strategizing the implementation and scaling of the application. This realization has fueled my desire to pursue an MBA in Management Digitalization and Transformation, where I can learn the necessary business management principles to complement my technical expertise.

Over the past two years, I have gained substantial work experience in the IT field, where I have been involved in developing and implementing software solutions that address real world business challenges. This experience has been pivotal in honing my ability to analyze business needs, design appropriate technological interventions, and lead projects to successful completion. My role required me to work closely with cross-functional teams, ensuring that technological solutions were seamlessly integrated into broader business strategies.

Additionally, I completed a two month internship in Android app development in India. This hands on experience allowed me to apply theoretical knowledge in a practical setting, enhancing my technical proficiency and understanding of the software development lifecycle. During this internship, I developed a mobile application for a local business, which helped them reach a wider audience and improve customer engagement. This project underscored the importance of digital presence and its impact on business growth.

My professional journey has made me realize that while technical skills are crucial, understanding the broader business context and being able to manage digital transformation initiatives are equally important. This realization has fueled my desire to pursue an MBA in Management Digitalization and Transformation. I am particularly drawn to Bremen University of Applied Sciences because of its innovative curriculum that blends management principles with cutting edge digital transformation strategies. The program's emphasis on innovation, digital business models, and leadership in the digital age aligns perfectly with my career aspirations.

Bremen University of Applied Sciences stands out to me for its commitment to academic excellence, strong industry connections, and a vibrant environment that fosters creativity and innovation. I am eager to learn from distinguished faculty members, engage with diverse peers, and contribute to the university's dynamic academic community. I believe that the MBA program will equip me with the strategic vision and leadership skills needed to drive digital transformation initiatives and make a significant impact in the business world.

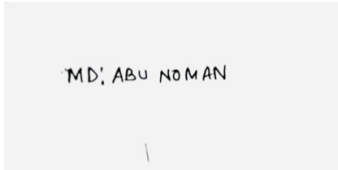
In light of my academic achievements, professional experience, and unwavering passion for digital innovation, I am seeking funding support to help facilitate my studies. Financial assistance will enable me to fully immerse myself in the program, participate in additional learning opportunities, and contribute more effectively to the academic community at Bremen University of Applied Sciences.

In conclusion, my background in Computer Science and Engineering, coupled with my professional experience and unwavering passion for digital innovation, positions me uniquely to excel in the MBA in Management Digitalization and Transformation program. I am excited about the opportunity to deepen my understanding of business management and digitalization, and I am confident that Bremen University of Applied Sciences is the ideal place for me to achieve my goals. Thank you for considering my application. I look forward to the possibility of contributing to and growing within your esteemed institution.

I am looking forward to your positive reply.

Kind Regards

Mohammad Abu Noman



MD, ABU NOMAN