**Declaration of intent**

Sinchana Kashyap here is writing to show my interest in **SRH Hamburg's Master of Digital Transformation Management** program. Having experience in business, concentrating in banking and insurance, I am keen to learn more about digital technologies and how they affect corporate procedures. The changing corporate scene and my professional development depend on the skills and knowledge this program will provide.

At Christ (Deemed to be University), Bengaluru, India, I earned an **8.81 (German Grade: 1.5) Bachelor of Commerce degree**. My undergraduate studies included courses in financial accounting, corporate law, cost accounting, financial management, management accounting, and international banking. With a **German Grade of 1.1,** I passed my Pre-University Examination in 2020; with a **German Grade of 1.4,** I completed my 10th Class Examination in 2018. I also took the **IELTS test and scored an overall band score of 8.0 (CEFR Level C1).**

Practical experiences and internships have supplemented my academic path. Currently working with **Godrej Properties Limited in Mumbai,** I belong to the **CP Sales Department.** Among my duties are channel partner screening, networking, and using relationships to reach sales goals. I have also **interned at AGE19 Enterprises in Uttar Pradesh**, where I worked on customer experience research, report development, social media marketing, and brand research; **Apollo Hospitals in Bangalore, where I concentrated on document verification**, data input, and vouching.

Along with extracurricular activities and seminars, which have enhanced both my personal and intellectual life, Christ University awarded me a certificate for active attendance in an introduction program on **Corporate Soft Skills and Digital Skills.** Head of the Student Welfare Office (Audi Committee), Christ University gave me a **Certificate of Appreciation as Audi Management Head** and a **Certificate of Recognition**. Among my interests are cycling, crossword solving, and wildlife documentaries.   
  
**Although my former classes have given a strong basis in commerce, I feel the need to increase my understanding in digital technologies thus I wish to enroll in the Digital Transformation Management program**. Important subjects including digital business models, innovation management, change management, process management, and strategic management are taught in SRH Hamburg. These courses will provide me with the tools required for a job in digital business and assist me to grasp the processes of the digital transformation.

**Germany is where I wish to study since the educational system there is quite well-liked for both cost and quality**. Germany presents a varied culture and active student scene that I would wish to experience. Germany is where I wish to remain as the field of education here is significantly better than elsewhere. The chances for practical learning and industrial exposure German universities present will help me. Studying in a nation renowned for high academic standards and strong economy will help me to grow personally and professionally. Immersion in Germany's rich cultural legacy and active arts scene will provide still another layer to my educational process.

**One particularly noteworthy technique of SRH Hamburg is its practical learning style.** The CORE concept of the university which emphasizes Competence Oriented Research and Education is much appreciated. The five-week block schedule lets for focused study, and the range of assessment strategies makes the learning process interesting. Mentors' constant comments help me to keep on the correct path. The practical projects and internships included into the program will give real-world experience, therefore facilitating the change from academic life to professional life.

**After graduation**, I want to be employed in positions such **Digital Business Manager, Innovation Manager, Change Manager, or Digital Transformation Manager.** The Master's program in Digital Transformation Management will equip me with the required information and abilities, therefore preparing me for these positions. Germany is where I want to work since there is a great demand for qualified experts in my industry and lots of chances for personal improvement. The practical experience and project-based learning will enable me to develop vital teamwork and communication skills qualities absolutely vital in any professional environment.

I am very sure that the Master's program in Digital Transformation Management at SRH Hamburg is the ideal one for reaching both my academic and career objectives. The chance to add to and grow from the active intellectual community of SRH Hamburg fascinates me. I value your giving my application some thought.

**Sincerely,  
Sinchana Kashyap.**