

PRE-TASKS:

Assignment 1. (The length of this essay should be about **5000 characters**)

Analyse your **professional strengths, development needs, goals, motives and challenges** to study in the Master's Degree in International Business Management.

Assessment: 0-20 points

Assignment 2. Service Design task (The length of this essay should be about **7500 characters**)

Human-centered design makes you ask the right questions and design solutions for the right challenge.

Choose an existing service you are familiar with and **explain the customer journey step by step** (touchpoints). Find a problem/experience gap (What is the problem? Whose problem? Why has it become a problem?) that ought to be removed. Evaluate how the service could be improved and deliver your improvement suggestions on the customer journey. The new service insight should serve for the user needs as well as commercial purposes.

Source material:

Stickdorn, Lawrence, Hormess & Schneider (2018). This is service design doing: applying service design thinking in the real world: a practitioner's handbook or corresponding literature.

Assessment: 0-50 points.

Upload the pre-tasks as pdf-files in the online application form in Studyinfo by 8 April 2020 until 3 pm Finnish time. Remember to **add your name** at the beginning of every document. Please use the font Times New Roman, size 12, line spacing 1.5.

NOTE:

In addition to the pre-tasks, applicants who have passed the pre-tasks (both assignments at least 50 % of the maximum points) will be **interviewed by Skype**.

The evaluation stresses

- Fluent written English
- Depth of the analysis
- Content, structure, logic and comprehensibility of the essays
- Well justified assessment of the applicant's personal strengths, development needs, goals, motives and challenges for successful studies

The essay is disqualified if

- it does not meet the assignment requirements
- it is too short
- it is difficult to comprehend