

15 March 2018

BBA in INTERNATIONAL BUSINESS / eSPORTS & SERVICE BUSINESS MANAGEMENT 2018

PRE-READING MATERIAL FOR ENTRANCE EXAM 2018

Dear Applicant,

You will need to read these pre-reading articles **before** you participate in the Entrance Exam for International Business, eSports, or Service Business Management in 2018.

The essay and the multiple-choice questions of the Entrance Exam for Business Studies will be based on this reading material. **This material will not be available for you during the Entrance Exam.**

The same pre-reading material is valid for **Entrance Exams** to full-time BBA in International Business, eSports, and Service Business Management programmes **on 11 April 2018 in Finland**, and in the Entrance Exams outside of Finland arranged by the **FINNIPS-network during 21 – 27 March 2018** (more info at www.finnips.fi).

The following **7 International Business, eSports, and Service Business Management programmes** are co-operating in 2018:

JAMK University of Applied Sciences	International Business
Kajaani University of Applied Sciences	International Business
Kajaani University of Applied Sciences	eSports Business
Karelia University of Applied Sciences	International Business
Lapland University of Applied Sciences	International Business
Saimaa University of Applied Sciences	International Business
Seinäjoki University of Applied Sciences	International Business
South-Eastern Finland University of Applied Sciences (XAMK)	International Business

In addition to the 7 co-operating Degree Programmes listed above, the International Business programme of **Häme UAS (HAMK)** is co-operating in the Entrance Exam in Finland on 11 April 2018. HAMK does not participate in the FINNIPS Entrance Exams outside of Finland during 21 – 27 March 2018.

This co-operation means that you can apply for **one to six different BBA programmes during the application time** at the **Studyinfo.fi** –portal (more info at <https://studyinfo.fi/wp2/en/higher-education/>). You only need to take one Entrance Exam and study this pre-reading material package carefully before the exam.

See the detailed reading instructions with links to materials on page 2.

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For the Field of Business Entrance Exam 2018 we have selected the following two articles as your pre-reading material.

1. Towards a Sustainable Well-being Society:

https://media.sitra.fi/2017/06/19134752/Towards_a_Sustainable_Wellbeing_Society_2.pdf

Authors: *Eeva Hellström, Timo Hämäläinen, Vesa-Matti Lahti, Justin W. Cook and Julia Jousilahti*

Place of publication: *Helsinki*

Year of publication: *2015*

Publisher: *Sitra (The Finnish Innovation Fund)*

ISBN (PDF): 978-951-563-912-7

2. The Future of Work

http://ec.europa.eu/epsc/sites/epsc/files/strategic_note_issue_13.pdf

Year of publication: *Issue 13/2016*

Publisher: *EPSC Strategic Notes (European Political Strategy Centre)*