

## INSTRUCTIONS

11 Jan 2019

### **BBA in INTERNATIONAL BUSINESS, DIGITAL INTERNATIONAL BUSINESS, eSPORTS BUSINESS and SERVICE BUSINESS MANAGEMENT PRE-READING MATERIAL FOR ENTRANCE EXAM 2019**

#### ***Dear Applicant,***

You will need to read the following pre-reading articles **before you participate in the Entrance Exam** for International Business, Digital International Business, eSports, or Service Business Management in 2019.

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, Digital International Business, eSports Business, and Service Business Management programmes

- **on 10 April 2019 in Finland** (for business programmes with application time in January)
- **on 11 April 2019 in Finland** (for those business programmes that can be applied to in March),
- Entrance Exams for Business outside of Finland arranged by the **FINNIPS-network during 18 – 26 March 2019** (more info at <https://www.finnips.fi/en/entrance-exams/>).

The following **13 International Business, Digital International Business, eSports Business, and Service Business Management programmes** are co-operating in 2019:

JAMK University of Applied Sciences	International Business
Kaakkois-Suomen ammattikorkeakoulu	Digital International Business
Kajaani University of Applied Sciences	eSports Business
Kajaani University of Applied Sciences	International Business
Karelia University of Applied Sciences	International Business
Lahti University of Applied Sciences	International Business
Lapland University of Applied Sciences	International Business
Laurea University of Applied Sciences	Service Business Management
Oulu University of Applied Sciences	International Business BBA
Saimaa University of Applied Sciences	International Business
Seinäjoki University of Applied Sciences	International Business
Tampere University of Applied Sciences	International Business
Vaasa University of Applied Sciences	International Business

In addition to the 13 co-operating Degree Programmes listed above, the International Business programmes of **Häme UAS (HAMK)** and **Turku UAS (TUAS)** are co-operating in the Entrance Exam in Finland on 10 April 2019. HAMK and TUAS do **not** participate in the FINNIPS Entrance Exams outside of Finland during 18 – 26 March 2019.

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.

## INSTRUCTIONS

11 Jan 2019

### **BBA in INTERNATIONAL BUSINESS, DIGITAL INTERNATIONAL BUSINESS, eSPORTS BUSINESS and SERVICE BUSINESS MANAGEMENT PRE-READING MATERIAL FOR ENTRANCE EXAM 2019**

For the Field of Business Entrance Exam 2019 we have selected the following two articles as your pre-reading material.

**1. SHIFT - A review and framework for encouraging ecologically sustainable consumer behaviour**

**LINK to the article:** <https://media.sitra.fi/2018/05/23161207/sitrashiftraporttiwww.pdf>

Authors: written for Sitra by Katherine White and Rishad Habib

Place of publication: Helsinki

Year of publication: Sitra studies 132, 2018

Publisher: Sitra (The Finnish Innovation Fund)

ISBN 978-952-347-044-6 (PDF) [www.sitra.fi](http://www.sitra.fi).

**2. Business Matters – Measurement of socio-economic impacts of business activities**

**LINK to the article:**

[https://www.fibsry.fi/wp-content/uploads/2018/10/FIBS\\_BusinessMatters\\_2017.pdf](https://www.fibsry.fi/wp-content/uploads/2018/10/FIBS_BusinessMatters_2017.pdf)

Authors: Edited and compiled by Helena Kekki, Kira Kareinen, Riikka Leppänen and Tuuli Nummelin.

Year of publication: 2016

Publisher: *FIBS*, [www.fibsry.fi](http://www.fibsry.fi)