

LAB University of Applied Sciences
Master's Degree Programme
ENTRANCE EXAM, Summer Application 2022

- Master of Business Administration,
International Tourism and Event Management, online studies, 90 credits

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OVERVIEW OF THE ENTRANCE EXAMINATION

This entrance examination instruction is for the Master of Business Administration, International Tourism and Event Management, online studies degree.

The entrance examination consists of two components, a written research plan of your master thesis and a video presenting your personal motivation for taking part in the master's degree program. The written research plan is a proposed development area for a company and supports your future development as a leader or manager for the specific company. Your personal video statement is to help clarify to us why you would like to take part in the master's degree. The following document supplies instructions for the completion and submission of the research plan and the video of your personal statement.

Both the research plan and your personal video must be submitted by 15th of March for consideration and late applications will not be considered. The maximum points used in evaluation of the application are as follows: research proposal is worth 70 points and personal video statement is worth 30 points. Both components of the entrance application must be completed and submitted for evaluation and receive at least a combined minimum score of 40 points.

Part A. Written research plan

The applicant completes a thesis research plan explaining their intentions to complete their thesis. The Master's degree includes a thesis, which is usually a development project undertaken for a company. The thesis stands for 30 credits of the degree and represents approximately 800 hours of work. The thesis aims at developing a specific aspect or process for an organization, resulting in improved or enhanced working procedures. The subjects of improvement can relate to processes, work descriptions or working procedures within an organisation. The thesis can also cover the development of new concepts, products or services or other ways in which to develop the overall working life.

Part B. The personal statement

The video of your personal statement explains the applicant's motivation to undertake the degree, professional career plans and the capability to complete the degree.

COMPLETING THE ENTRANCE EXAM

PART A: A research plan as to how to carry out the thesis covering a development of a working life-oriented research development project (70 points)

Choose for example a topic from your workplace that you think needs development or implementation. You can also choose as the development plan topic relating to the start-up or development of your own business or alternatively, another current topic that develops working life.

Draw up a development plan for the topic you selected (max 6 pages/A4) as follows:

Working name for the development project

1. Background of the project (max 1 page)

- First, briefly describe the target organization and the development object. If your topic is a topical topic that develops working life, briefly describe the challenges of developing Finnish working life more generally.
- Explain why the development of that issue is current and necessary. Also describe why you are interested in developing the item you have chosen

2. Describe the objectives and outcome of the development project.

- What is the objective and concrete outcome of the project? What is the development, improvement or change taking place due to the project and what concrete outcomes are there the project and how and what concrete is the project?

3. Consider both the action research and the development research approach in the development of working life through methodological literature.

4. How will you undertake the development project

- Read the research method literature and select the research/development methods that you would use in your project. Describe the stages of the project and the methods used in the various phases. Justify the choice of methods using research method literature.

5. Create an initial schedule for your project.

6. Finally, consider what literature you need to have in the knowledge base of your work. Use literature to define the key concepts of your work.

7. Write up the development plan using the Times New Roman, size 11, font and line spacing 1.5. The width and height of the margins are 2-2.5 cm. Maximum task length is six (6) pages (A4).

8. At the top left of the document, type your full name, address, phone number, and email address.

We do not provide additional instructions regarding the written assignment!!

Part B. The interview video (30 points)

Record a video of up to 2 minutes, for example, with a smart phone, where you address the following items:

1. First, briefly tell us about yourself, your name and your work experience
2. What motivates you to apply, what skills you expect to gain from your studies and how does the training support your professional development and/or career plans?
3. The total workload required for the studies (90 credits, 2 years) is about 2400 hours. This corresponds to an average of 20 h/per week. Explain how you are going to free this time for your studies.

SUBMITTING THE WRITTEN TASK AND VIDEO RECORDING

The written task

Upload **the written task** to your application at studyinfo.fi by August 8th at 11.59 p.m. It takes some time to upload the attachments, so don't leave it in the last minute!

Please note that although the deadline of submitting the tasks is 8 August, 2022, you must remember to fill in the application during the application period of 18 July - 3 August 2022 at 3.00 p.m. (UTC +3)

The video

The video interview will be conducted using the RecRight interview tool. You will receive a link to RecRight by email after August 3rd. To conduct the interview, all you need is a webcam or modern mobile device and a working internet connection. The video will only be available for us to view when you press the submit button. Submit your video by 8.8.2022 at 11.59 p.m..

ASSESSMENT OF THE EXAMS

The maximum score is 100 points. In order to be selected, the applicant must complete both sections successfully and receive a total of at least 40 points. The maximum score for the written assignment is 70 points, the lowest accepted score being 30 points. The maximum number of points in the interview is 30 points, the lowest accepted score being 10 points.

Assessment of the written assignment

The evaluation will focus on the following:

- Justification, topicality and relevance of the topic
- The logic and clarity of the research plan and the reflection of the research methods chosen
- with regards to the literature used.
- Your role in the development work.
- Correctness of the written text, case language, clarity, and referencing of used materials.

Assessment of the Interview Video

The evaluation of the interview centers around the importance of this education in the student's professional development and career plans, ability to organize study time and knowledge of English.

EXAMPLES OF LITERATURE

Alan Bryman, Emma Bell: Business research methods. 2015. Oxford university press.

Donald R. Cooper, Pamela S. Schindler: Business research methods. 2014. McGraw-Hill/Irwin cop. 12th ed

John W. Creswell: Research design: qualitative, quantitative, and mixed methods. 2014. Sage. 4th ed.

Päivi Eriksson, Anne Kovalainen: Qualitative methods in business research 2016. Sage publications. 2nd ed.

Juha T. Hakala: Creative thesis writing: a guide to development and research work. 2000. Gaudeamus

Jeffrey L. Longhofer, Jerry Floersch, Janet Hoy: Qualitative methods for practice research 2013. Oxford university press.

Matthew B. Miles and Michael A. Huberman, Johnny Saldanaña: Qualitative data analysis: a methods sourcebook. Sage cop. 3rd ed.

Rowena Murray: How to write a thesis. 2006. Open university Press. 2nd ed.'

Robert K. Yin: Case study research: design and methods. 2009. Sage Publications cop. 4th ed

Robert K. Yin: applications of case study research. Sage cop. 2nd ed