INSTRUCTIONS

20 Dec 2016

BBA in INTERNATIONAL BUSINESS / BUSINESS MANAGEMENT 2017
PRE-READING MATERIAL FOR ENTRANCE EXAM 2017

Dear Applicant,

You will need to go through this pre-reading material package **before you participate in the Entrance Exam** for BBA in International Business or Business Management in April 2017.

The essay and the multiple-choice questions of the Entrance Exam will be based on this reading and podcast 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 / Business Management programmes **on 19 April 2017 in Finland**, and in the Entrance Exams outside of Finland arranged by the **FINNIPS-network during April 2017** (more info at **www.finnips.fi**), for programmes starting in late August 2017.

The **15 co-operating International Business/Business Management programmes** are in the following Universities of Applied Sciences

- Arcada University of Applied Sciences
- HAMK University of Applied Sciences
- JAMK University of Applied Sciences
- Kajaani University of Applied Sciences
- Karelia University of Applied Sciences
- Lahti University of Applied Sciences
- Lapland University of Applied Sciences
- Laurea University of Applied Sciences
- Oulu University of Applied Sciences
- Saimaa University of Applied Sciences
- Seinäjoki University of Applied Sciences
- South-Eastern Finland University of Applied Sciences
- Tampere University of Applied Sciences
- Turku University of Applied Sciences
- Vaasa University of Applied Sciences

This co-operation means that you can apply for **one to six different BBA programmes during 9 – 25 Jan 2017** 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 pages 2 – 3.

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For the Entrance Exam 2017 we have selected documents about experience-based business development and materials on a global Finnish company, **Wärtsilä**.

Study the following materials and listen to the given podcasts according to the instructions below.

1) Experience-based economy in practice

Read the "Handbook – Experience Economy" by the Ex-based project group.
http://www.exbased.eu/media/547/rev_Ex_based_eng.pdf

The themes of the handbook focus on the applications of the experience economy concept. Today customers increasingly want experiences, not only products or services, and more and more businesses, such as Wärtsilä, are responding by designing and promoting experiences for their customers.

2a) Wärtsilä in Brief

Get to know the company through these information sources:

Wärtsilä Corporate Presentation 2016.
http://cdn.wartsila.com/docs/default-source/investors/financial-materials/corporate-presentations/corporate-presentation-2016.pdf?sfvrsn=16

Wärtsilä Annual Report 2015 – Wärtsilä in Brief.
Read **pages 6 – 23** and find out what Wärtsilä is all about:
http://wartsila-reports.studio.crasman.fi/file/dl/i/MwsYMw/cnSByJl7Min8DNaPEiaQww/Wrtsil_Annual_Report_2015.pdf

2b) Sustainability Management

Wärtsilä Annual Report 2015 – Sustainability Management.
Read **pages 61 – 78** about sustainability management at Wärtsilä.
http://wartsila-reports.studio.crasman.fi/file/dl/i/MwsYMw/cnSByJl7Min8DNaPEiaQww/Wrtsil_Annual_Report_2015.pdf

2c) Innovation

Wärtsilä “Watts Up” magazine of 15.4.2016: “Why failure doesn’t exist”
Read this article about innovation culture at Wärtsilä
http://wattsupwartsila.com/why-failure-doesnt-exist/

Wärtsilä “Twentyfour7” customer magazine of 30.11.2016: “Let us entertain you”
Read this article about a new innovative solution.
http://www.wartsila.com/twentyfour7/innovation/let-us-entertain-you

2d) Different business operations and people at Wärtsilä

Edwin Magesh, Sales Manager of Middle-East and Asia for seals and bearings.
Listen to this podcast (6 min 19 s)
https://soundcloud.com/wartsilaradio/wartsila-radio-people-edwin-magesh

Claudio Vusio – Purchasing Manager
Listen to this podcast (14 min 44s)
https://soundcloud.com/wartsilaradio/180-people-claudio-bysimon

Shafali Arora – ”The Data Juggler”
Read the article.
http://wattsupwartsila.com/the-data-juggler/

Shefali Arora.
Listen to this podcast (10 min 13 s)
https://soundcloud.com/wartsilaradio/shefali-arora