

# Master of Business Administration, Service Design

You are warmly welcome to study at the MBA Degree Programme of Service Design!

In this document, you will find information and schedules on how to start your studies in Turku, Finland. You will get together with fellow students and members of the staff which will enable interaction with others and forming a new network in Finland.

## Beginning of the studies

- **Time:** Monday 28th of August 2023 ca 10:30-15:00. The exact time and the schedule will be sent to you later prior to the session.
- **Online participation, the link will be sent prior to the session.**
- **The code of your study group is YSERVIS23.**

The study programme of your group is available at Study guide. The detailed study plan is available on [Turku UAS website](#).

## Monday 28 August 2023 Preliminary program

8:30-11:30 Start of the studies. Master School Opening Ceremony. Joint opening event for all TUAS master students.

11:30-12:30 Lunch break

12:30-15:30 Future Operating Environments course starts

The group working sessions in the afternoon will lead the students to work on the first study course of Future operating environments. Please check the pre-assignment on the last page. Note that the online links will be sent to you prior to the session.

## Friday 1 September 2023

This introductory day will provide you with information about the master's degree programme at Turku UAS, as well as orientate you to the studies, the way of studying, the study

environments and different practicalities. You get to meet fellow students and staff etc. The program for the day will be organised together with Novia UAS.

**Time** 10:00-16:00

**Place** Novia's Campus in Turku (address Henrikinkatu 7, 20500 Turku).

Online link will be sent to you prior to the session.

## **Saturday 2 September 2023**

8:30–12:30 The course Service Design Thinking begins. Please check the pre-assignment in the last page.

13.00-16.15 The course Future Operating Environments continues.

Place: Novia's Campus in Turku (address Henrikinkatu 7, 20500 Turku)

Online link will be sent to you prior to the session.

## **Autumn's other contact days. Preliminary schedule**

28th August, 1st and 2nd September, 15th and 16th September, 29th and 30th September, 13th and 14th October, 3th November, 17th and 18th November, 27th November and 8th and 9th December.

The contact studies are held onsite, but we do offer an online option for students who are unable to join us at the campus. There will be contact studies approximately every second weekend, usually on Fridays and Saturdays between 8.30 and 16.15 o'clock during the first semester. During spring semester 2024, there will be contact studies once a month. Studies are planned this way to make it possible for you to work full-time alongside your studies. Between the contact days, you will carry out learning tasks independently.

## **More information**

Degree Programme Leader Reetta Raitoharju, email [reetta.raitoharju@turkuamk.fi](mailto:reetta.raitoharju@turkuamk.fi).

Programme tutor teacher Ulla Seppälä-Kavén, email [ulla.seppala-kaven@turkuamk.fi](mailto:ulla.seppala-kaven@turkuamk.fi).

Study Guidance Counsellor Johanna Gadd, email [johanna.gadd@turkuamk.fi](mailto:johanna.gadd@turkuamk.fi).

Student Secretary, email [opintoasiat@turkuamk.fi](mailto:opintoasiat@turkuamk.fi).

## **Pre-Assignments for Summer 2023**

### **Future Operating Environments course 28 August 2023**

All TUAS Master School's programmes include a compulsory course The Future Operating Environments. Course will start already on TUAS Master School Opening Day 28 August 2023 with an orientation to the course and multi-professional team discussions in which team members share experiences and thoughts on the impacts of megatrends on their professional field and their own work.

Familiarize yourself with the following materials and be prepared to discuss megatrends on the opening day:

- Sitra 2023 [Megatrends](#)
- Sitra 2023 [Megatrend cards 2023](#)

### **Service Design Thinking**

Read the following article and make notes on different aspects of service design thinking:

Clatworthy, S. 2017 [Service Design Thinking](#)