

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 2nd of September 2024 at 10:30-15:30.
- [Link to the Opening Session](#)
Passcode: 770429
- **The code of your study group is** YSERVIS24.

The study programme of your group is available at Study guide. The detailed study plan is available on [Turku UAS website](#). The schedule will be available [here in Lukkarikone \(Turku UAS schedule\)](#).

Monday 2nd September 2024 (Online)

10:30-11:30 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

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 6th September 2024 (On Campus in Turku)

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: EduCity, Joukahaisenkatu 7, Turku (the room will be confirmed prior to the session)

Autumn's contact days

2nd September, 6th September, 19th and 20th, September, 24th and 25th October, 31st October, 13th November (10.00-11.00), 25th November, 5th December

The contact studies are held onsite. There will be contact studies on Thursdays and Fridays between 8.30 and 16.15 o'clock during the semesters. 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.

Programme tutor teacher Ulla Seppälä-Kavén, email ulla.seppala-kaven@turkuamk.fi.

Study Guidance Counsellor Johanna Gadd, email johanna.gadd@turkuamk.fi.

Student Office, email studentoffice@turkuamk.fi

Pre-Assignments

Future Operating Environments course 2nd September 2024

All TUAS Master School's programmes include a compulsory course The Future Operating Environments. Course will start already on TUAS Master School Opening Day 2nd September 2024 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](#)