

Master of Business Administration, Sales Management

You are warmly welcome to study at Turku University of Applied Sciences, Master School! Congratulations on your study place at Turku UAS Master School, in the Master's Degree Programme in Sales Management.

We look forward to meeting you during the two orientation days of studies on 8th and 9th January 2024. It is important to participate in the orientation because during that time you will be given all the necessary information to succeed in your studies.

Please read carefully the Starting your Studies and New Student's Guide sections on Turku UAS website. They will provide you with important information concerning for example Digistart course, Tuudo mobile app with its digital student card, student discounts, and obligatory student healthcare fee. Read also the following information carefully to prepare for the start of your studies.

Monday 8th January at 8.30-15.30, Online

- Your group code is YSMANK24
- 8.30-10.15 Tutoring group meeting Location: [Zoom Meeting](#)
- 10.15–10.30 Coffee break
- 10.30–11.30 Master School Opening Session. Location [Zoom Meeting](#)
- 11.30–12:30 Lunch Break
- 12.30–15.30 Future Operating Environments;
Instructions for the course and starting the megatrend assignment

Tuesday 9th January at 9.00–16.00, Kupittaa Campus

- You will meet your tutoring group in EduCity (Joukahaisenkatu 7, Turku) in room EDU_2004 Johannes. You will go through practical issues and get to know your group and tutor.

Pre-assignment 1: A big part of your studies is the master's thesis. You'll begin working on it during the "Research and Development Methods" course. However, it's a good idea to start thinking about what you might want to study right from the beginning of your studies. We'll talk more about the thesis in detail during the first days of the program and in conversations with your assigned teacher.

Pre-assignment 2: All TUAS Master School's programmes include a compulsory course The Future Operating Environments. Course will start already on TUAS Master School Opening Day 8.1.2024 with an orientation to the course and multiprofessional 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](#)

Other contact teaching days in spring 2024

Thu 8 February at 9-16	Recent Trends in B2B Buying Behavior
Fri 9 February at 9-16	Negotiation and Presentation Skills
Fri 15 March at 9-16	Advanced B2B Sales
Wed 17 April at 10-11	Online Future Operating Environment, Pre-meeting of the hackaton
Mon 29 April at 9-17.30	Online Future Operating Environments, Hackaton
Tue 30 April at 9-16	Negotiation and Presentation Skills
Thu 16 May at 9-16	Recent Trends in B2B Buying Behavior
Fri 17 May at 9-16	Advanced B2B Sales

Further information:

Tutoring teacher Sirpa Hänti: sirpa.hanti@turkuamk.fi

Study Counselor Johanna Gadd: johanna.gadd@turkuamk.fi

Degree programme leader Reetta Raitoharju: reetta.raitoharju@turkuamk.fi

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Best regards

Student office

Turku University of Applied Sciences