

10 Jan 2020

**BBA in INTERNATIONAL BUSINESS, DIGITAL INTERNATIONAL BUSINESS,  
eSPORTS BUSINESS and SERVICE BUSINESS MANAGEMENT**

**PRE-READING MATERIAL FOR  
ENTRANCE EXAM ON 1 April 2020 IN FINLAND**

***Dear Applicant,***

You will need to read the following pre-reading article **before you participate in the Entrance Exam** for International Business, Digital International Business, eSports, or Service Business Management on 1 April 2020 in Finland.

The essay and the multiple-choice questions of the Entrance Exam for Business Studies will be based on this reading material. **This material will not be available for you during the Entrance Exam.**

The same pre-reading material is valid for **Entrance Exams** to BBA in International Business, Digital International Business, eSports Business, and Service Business Management programmes

- **on 1 April 2020 in Finland**

The following **18 International Business, Digital International Business, eSports Business, and Service Business Management programmes** are co-operating in the Entrance Exam in Finland in 2020:

|  |   |
|--|---|
| Haaga-Helia UAS  | International Business, full-time studies         |
| Häme UAS (HAMK)  | International Business, full-time studies         |
| Häme UAS (HAMK)  | International Business, part-time studies         |
| JAMK UAS   | International Business, full-time studies         |
| Kajaani UAS (KAMK)   | Esports Business, full-time studies               |
| Kajaani UAS (KAMK)   | International Business, full-time studies         |
| Karelia UAS  | International Business, full-time studies         |
| LAB University of Applied Sciences,<br>Lahti Campus        | International Business, full-time studies         |
| LAB University of Applied Sciences,<br>Lappeenranta Campus | International Business, full-time studies         |
| Lapland UAS (Lapin amk)                                    | International Business, full-time studies         |
| Laurea UAS   | Service Business Management, full-time studies    |
| Oulu UAS (OAMK)  | International Business, full-time studies         |
| Savonia UAS  | International Business, full-time studies         |
| Seinäjoki UAS (SeAMK)                                      | International Business, full-time studies         |
| Tampere UAS (TAMK)   | International Business, full-time studies         |
| Turku UAS (Turku AMK)                                      | International Business, online studies            |
| Vaasa UAS (VAMK)   | International Business, full-time studies         |
| XAMK UAS   | Digital International Business, full-time studies |

10 Jan 2020

This co-operation means that you can apply for **up to six different BBA programmes during the application time** 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. Your entrance exam points will be accepted by any of the 18 co-operating Business programmes you decide to apply to.

**BBA in INTERNATIONAL BUSINESS, DIGITAL INTERNATIONAL BUSINESS, eSPORTS BUSINESS and SERVICE BUSINESS MANAGEMENT**  
**PRE-READING MATERIAL FOR ENTRANCE EXAM 2020**

For the Field of Business Entrance Exam 2020 we have selected the following article as your pre-reading material. You do not need to read the whole package but only the selected parts of the article to succeed in the essay and in the multiple choice part of the exam.

Name of article:

**AI. The Future of Work? Work of the Future!**

Author: A report by **Michel Servoz**

Year of publication: 10 May 2019

Publisher: European Commission, European Political Strategy Centre (EPSC)

PDF/Volume\_01: Catalogue number ES-01-19-388-EN-N • ISBN 978-92-76-02953-3 • DOI 10.2872/913422

**LINK TO THE ARTICLE:**

[https://ec.europa.eu/epsc/sites/epsc/files/ai-report\\_online-version.pdf](https://ec.europa.eu/epsc/sites/epsc/files/ai-report_online-version.pdf)

\*\*\*\*\*

**Detailed reading instructions:**

You do not need to read the full document for the entrance exam. You only need to read the following pages of the article:

- **pages 1 – 75** (Introduction, Executive Summary, Chapters 1 – 4)
- **pages 93 – 97** (Chapter 6 & Chapter 6.1.)
- **pages 103 – 113** (Chapters 6.3. – 6.5.)