

INSTRUCTIONS/FINNIPS

10 Jan 2020

BBA in INTERNATIONAL BUSINESS & eSPORTS BUSINESS PRE-READING MATERIAL FOR FINNIPS NETWORK ENTRANCE EXAMS March 2020

Dear Applicant,

You will need to read the following pre-reading article **before** you participate in the Finnips Network Entrance Exam for International Business or eSports in March 2020.

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 all co-operating BBA in International Business & eSports Business programmes.

The following **10 International Business & eSports Business programmes** are co-operating in the Finnips Network Entrance Exam in 2020:

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, Lahti Campus	International Business, full-time studies
LAB University of Applied Sciences, Lappeenranta Campus	International Business, full-time studies
Lapland UAS (Lapin amk)	International Business, full-time studies
Oulu UAS (OAMK)	International Business, full-time studies
Tampere UAS (TAMK)	International Business, full-time studies
Vaasa UAS (VAMK)	International Business, full-time studies

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 10 co-operating Business programmes you decide to apply to.

10 Jan 2020

BBA in INTERNATIONAL BUSINESS & eSPORTS BUSINESS
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

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.)