LAB University of Applied Sciences

**Master's Degree Programme in
Technological Transformation Leadership**

**Technology: TLTIYTTL25SV
Social and Health care: HLTIYTTL25SV**

ENTRANCE EXAMINATION, Summer 2025

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OVERVIEW OF THE ENTRANCE EXAMINATION

These entrance examination instructions apply to the online Master's degree programme in Technological Transformation Leadership, which leads to either a Master of Engineering or a Master of Social Services and Health Care degree, depending on the chosen field.

The entrance examination consists of two parts:
- **Part A**: Written research-based development project plan (max 70 points)
- **Part B**: Motivational video (max 30 points)

In **Part A**, applicants prepare a written plan for a research-based development project that could serve as the basis for their Master's thesis. The plan must demonstrate critical thinking, a clear research-oriented approach, and appropriate use of academic literature. The thesis (30 ECTS), which is part of the Master's degree, typically focuses on improving a process, service, or working method within an organization and requires approximately 800 hours of work.

In **Part B**, applicants submit a short video (max 2 minutes) in which they reflect on their motivation to undertake the degree, professional background, and how the degree programme supports their career goals. The video also contributes to the assessment of the applicant's English proficiency.

Both parts must be completed and submitted by the specified deadline. Late submissions will not be accepted. Please read the detailed instructions below carefully. Plagiarism and presenting AI-generated content as your own are strictly prohibited.

COMPLETING THE ENTRANCE EXAMINATION

Part A: Instructions for writing the development plan

Choose a topic that you consider relevant for research-based development. For example, you may select a topic from your current workplace, focus on starting or developing your own business, or choose another timely theme that supports the development of working life.

Prepare a written development plan (4–5 pages including reference list, A4 size) based on your chosen topic. The plan should demonstrate a research-based development approach and be supported by relevant academic literature.

You may use generative AI tools to support your work (e.g. for idea generation, language checking, or improving clarity), but you may not directly use AI-generated text. All submitted text must be written by you and reflect your personal understanding and critical thinking.

Structure your work according to the following content guidelines and formatting instructions.

Content of the development plan

1. **Working title**: Propose a working title for your research-based development project.

2. **Background of the project**: Explain why the chosen topic is timely and important from the perspective of working life development. Describe your personal or professional motivation for selecting this topic.
   - Support your background with relevant literature to justify the significance of the topic.

3. **Purpose, aims and expected outcomes**: Clearly define the purpose and concrete aims of your research-based development project.
   - What change, improvement, or development is being pursued?
   - What concrete outcomes are expected?

4. **Implementation plan**:
   - Familiarize yourself with academic research method literature and select suitable methods for your research-based development project.
   - Justify your choices with references to the same literature.
   - Outline the stages of the project and indicate which methods will be used at each phase.

5. **Preliminary schedule**: Provide an initial timeline or schedule for your project that reflects the planned phases and activities.

6. **Knowledge base**: Describe what kind of theoretical and professional knowledge is needed to support your work.
   - Use academic literature to define key concepts and build the knowledge base for your project.
   - Add a reference list at the end of your plan, following a consistent citation style.

Formatting

- **Length**: 4–5 pages (including the reference list), A4 size
- **Font**: Times New Roman, size 11
- **Line spacing**: 1.5
- **Margins:** 2–2.5 cm on all sides
- **File format:** PDF

Other requirements

1. **Contact information**: Type your full name, address, phone number, and email address at the top left corner of the first page (not in the header).

2. **Choice of study path:** Directly below your contact information, indicate which of the following study paths you are applying for:
   - Group 1a: Engineering – From IoT to AI
   - Group 1b: Engineering – Transformational Leadership
   - Group 2: Social and Health Care

3. **Hyperlink to your motivational video:** Below the study path selection, include a working hyperlink to your motivational video.

4. **Table of contents:** Do not include a table of contents in your plan.

5. **AI usage statement:** Before the list of references, provide a brief statement about your use of generative AI tools in this assignment. If you used any tools, be specific about which ones and for what purposes (e.g. language checking, idea generation). If you did not use any generative AI tools, please state this explicitly. This information is required from all applicants.

We do not provide additional instructions regarding the written assignment!

Part B. Motivational video instructions

Please record a video of no more than 2 minutes, addressing the following points:

1. Introduction and motivation
- Briefly introduce yourself, including your name, your educational background and work experience and relevant work experience.
- Explain what specifically motivates you to apply for this programme.
- Describe the competences you particularly expect to gain through these studies.
- Outline how this education will benefit your professional development and/or career plans.

2. Commitment to studies
- The workload required for these studies is approximately 1600 hours for short programmes (60 credits, 1–1.5 years) and 2400 hours for long programmes (90 credits, 2 years), which corresponds to an average of 20 hours per week. Please explain how you intend to allocate this time for your studies.

3. English language proficiency
- Assess your English language skills in the following areas: conversation skills, spoken comprehension, reading comprehension, and text production.

Please make sure that your face can be seen well in the video.

SUBMITTING THE ASSIGMENTS

Submitting the written assignment

1. **Format:** Submit your written assignment as a **PDF document**.

2. **Naming:** Name the file according to the programme you are applying to:
   - **Technology**: Lastname_Firstname_TLTIYTTL25SV
   - **Social and Health Care**: Lastname_Firstname_HLTIYTTL25SV
   Example: Johnson_John_TLTIYTTL25SV.pdf

3. **Submission deadline and location:** Upload your PDF file to your application on **study-info.fi** between **17 July and 31 July 2025, by 3:00 p.m.** Late submissions will not be accepted.
   Please note that uploading attachments may take some time, so do not wait until the last minute to upload your file!

Submitting the motivational video

You can submit your entrance exam video in one of two ways: either by uploading it to **YouTube** (as an unlisted video) or by sharing it via a **cloud storage service** (such as Google Drive, Dropbox, or OneDrive). Please choose the method that best suits you and follow the instructions in the corresponding section below to ensure that your video is accessible for assessment.

1. **Record your video:** Use a device of your choice (e.g., smartphone, webcam) to record your motivational video. Ensure it does not exceed 2 minutes in length and covers all the points mentioned above.

2. **Upload your video**

   Using YouTube

   1. **Upload your video to YouTube:** You will need a Google account to upload videos to YouTube. Once you have recorded your video, upload it to your YouTube channel.

   2. **Adjust privacy settings:** Ensure that the privacy settings of your video prevent public visibility while allowing access for those with the link. For that choose the "Unlisted" option. You can adjust this setting either during the video upload or later, after the video has been uploaded.
      - **Setting the privacy to unlisted during upload**: When uploading your video, before finalizing the upload, select "Unlisted" under the privacy settings.
      - **Changing the privacy to unlisted after upload** If the video is already uploaded, go to YouTube Studio, find the video, click on the video's settings (pencil icon), select "Visibility", and choose "Unlisted". Remember to save your changes.

   Using a cloud service

   Upload your video file to a cloud storage service of your choice (e.g., Google Drive, Dropbox, OneDrive, etc.) and ensure it is accessible with **just one click via a shareable link**: without requiring login, registration, or special access permissions. Most cloud services offer a setting such as *"Anyone with the link can view"* or similar; be sure to enable this setting.

3. **Include the video link in your research plan report**: Once your video has been uploaded (either to YouTube or a cloud service) and the sharing settings are correctly configured, copy the shareable link and paste it into the designated section of your **research plan report** (see Part A of the entrance examination).

ASSESSMENT OF THE EXAMINATION

The maximum total score for the entrance examination is 100 points. To be considered for admission, applicants must complete both sections successfully and receive a minimum of 40 points overall.

- The written assignment is worth up to 70 points. The minimum required score is 30 points.
- The motivational video is worth up to 30 points. The minimum required score is 10 points.

Assessment of the written assignment

The evaluation of the written assignment is based on the following criteria:

- The justification, relevance, and topicality of the chosen topic.
- The clarity and coherence of the research plan, including how well the chosen research methods are reflected in relation to the literature used.
- The quality of writing, including the use of relevant professional terminology, overall clarity, and accurate referencing of sources.

Assessment of the motivational video

The motivational video will be assessed based on:

- The relevance of the degree programme to the applicant's professional development and career plans.
- The applicant's ability to organize their studies alongside other responsibilities.
- The applicant's English language proficiency.

EXAMPLES OF LITERATURE

Altrichter, H., Kemmis, S., McTaggart, R., & Zuber-Skerritt, O. 2002. The concept of action research. The learning organization, 9(3), 125-131.

Creswell, J. W., & Creswell, J. D. 2017. Research design: Qualitative, quantitative, and mixed methods approaches. Sage Publications.

Gray, D. E. 2014. Doing research in the real world. (3rd ed). London: Sage.

Hakala, J.T. 2000. Creative thesis writing: a guide to development and research work. Gaudeamus.

LAB University of Applied Sciences. 2024. Thesis Guidebook for Master's Students. Available at https://elab.lab.fi/sites/default/files/category-page/2024-08/LAB_Thesis_guidebook_Master_150824_UPDATEDdocx_0.pdf

Perjons, E., & Johannesson, P. 2021. An Introduction to Design Science. Springer Nature.