

ARCADA UNIVERSITY OF APPLIED SCIENCES

ADMISSION GUIDELINES FOR THESIS PROPOSAL, MOTIVATIONAL LETTER AND VIDEO

MASTER IN BIG DATA ANALYTICS

Motivation letter

The letter of motivation should be 2.5 to 3 pages of text on the following topics:

- A vision on future possibilities associated with big data analytics
- A vision of own role and career as an expert in the transition towards analytics-driven intelligent services
- A proposal for a programming or service creation challenge you would like to study as part of your master's thesis

MASTER IN INTERNATIONAL BUSINESS MANAGEMENT

Motivation letter

Explaining the applicant's reasons for applying to this program, including a presentation of the applicant and how the applicant sees the program support his/her future career, and how he/she envisions the world of business to change in the foreseeable future. The applicant is also requested to elaborate on his/her study and communication skills as these are a prerequisite for success in master's level studies.

The motivation letter may not exceed 2 pages (use Times New Roman 12, line spacing 1.2, justified text). It may give the applicant up to 60 points and it is assessed with a focus on:

- Writing and presentation skills
- General knowledge of the field
- Interest and suitability for the program

Personal Motivation Video (3-5 minutes)

Introducing the applicant, his/her prior studies and relevant work and/or other experiences, including a discussion on some business-related topic of specific interest to the applicant. The video is assessed with a focus on:

- Spoken presentation skills
- General knowledge of the field
- Interest and suitability for the program

MASTER IN MEDIA MANAGEMENT

MA Proposal (written document to be submitted as a pdf)

Write an essay of no more than 1000 words. Outline your interests in the form of a proposal for your potential master thesis.

Reflect on the following questions:

- What are the key competencies and strategic issues in media management?
- Which ones are the most important to you, personally and professionally?
- In what ways are the issues you identified socially and culturally relevant, and to whom?
- Which problems would you like to research and help to solve as part of your studies in media management? How?

The essay should clearly communicate your preferences and goals regarding your studies in Media Management. Please use 3-5 academic sources as references. Essays that demonstrate a knowledge of the structure and logic of research proposals will be appreciated, as well as those essays that show a familiarity with the recommended readings.

Maximum length: 1000 words

Format: Times New Roman 12pt; 1.5 spacing; Harvard referencing style

Motivational video (video to be submitted as a file or an URL in a document)

Produce a motivational video that highlights your professional and educational background in the fields of media and management.

Maximum length: 5 minutes

If the video is uploaded to a sharing platform (youtube etc) make sure that the video is set to private, not public and that it can be visible only with the link you share with the admissions office. If you wish to upload the URL of the video instead of the actual video, you need to write the URL on a document and upload that. Please name the document with an appropriate title.