

Design, Business, Society Master's Programme (English, full-time) - Oral Admission Exam Requirements for the 2026A Central Admission Procedure

Name of the Master's Programme	Design, Business, Society
Type of Exam	Oral
Name of the Exam	Admission Interview for the Design, Business, Society Master's Programme
Duration of the Exam	15–20 minutes
Mode of the Exam	online
Short Description of the Exam	The exam aims to explore the candidates' creative entrepreneurial mindset, design and marketing communications awareness and programme-specific motivation.
Tools Allowed During the Exam	none
Recommended Literature	Dahlen, M. – Rosengren, S. (2016). If Advertising Won't Die, What Will It Be? Toward a Working Definition of Advertising. Journal of Advertising, 45(3), 334-345. https://doi.org/10.1080/00913367.2016.1172387 Verganti, R. (2006). Innovating through design. Harvard business review, 84(12), 114. https://strategicdesignthinking.wordpress.com/wp-content/uploads/2012/11/hbr-alessi.pdf
Exam Topics	The exam will explore the following topics: 1. Brief introduction and educational background 2. Professional preparedness: courses studied and practical experience, general knowledge of creative industries, designcommunication, and marketing communications 3. Career objectives 4. Creative entrepreneurial mindset and motivation
Sample Questions / Example Tasks	Tell us about a situation where you demonstrated creativity or problem-solving in a challenging context. How do you approach collaboration and teamwork in creative or multidisciplinary settings? What kind of social or environmental impact would you like your work to have? How do you see contemporary marketing communications evolving in the age of digital media, AI, and sustainability concerns? What does “design thinking” and “designcommunication” mean to you, and how do you think it can be applied in business or social contexts?