

VIA Design & Business

Bachelor's Degree Programme in Design & Business

Admissions Assignment

Study Start: August 2021
Entrepreneurship & innovation

Dear student

Your admission to VIA Design started when you submitted your application to our website www.via.dk, and you are now ready for the next step in the admissions process. Three more steps in the admissions process must be completed before we can inform you whether you have been admitted to the Bachelor's Degree Programme in Design & Business.

STEP 1 – Admissions assignment

STEP 2 – Interview (if a personal or Skype interview is required, you will be invited)

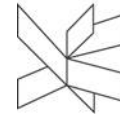
STEP 3 – Selection

Selection process

- If your admissions assignment qualifies you for admission, you may be admitted to the course programme without a personal interview.
- If we consider your admissions assignment to have potential, you will be invited to a personal interview.
- If your admissions assignment does not qualify you for admission, you will be notified that your application for admission has been rejected.

Important deadlines

Week 12	You will receive an e-mail from VIA with information about how to hand in your admissions assignment. Your admissions assignment must be uploaded to WISEflow. We use WISEflow for digital hand-in of exams, assignments, etc. You will receive a link from WISEflow to activate your user profile. When we communicate with you by e-mail, we will use the e-mail address stated in your application for admission. Remember to check your spam filter in case you do not receive any e-mail from us.
12 April 2021 at 12:00 AM	Deadline for uploading your admissions assignment to WISEflow.
Week 19-20	You may be called in for a personal interview.
31 May 2021	Information regarding your admission will be available on nemStudie.



Practical information

The admissions assignment as well as any extra material must be uploaded to WISEflow.

All your documents MUST be in one PDF-file. Handing in individual pages may lead to rejection of your admissions assignment.

Please also upload:

- Your CV
- Your diploma or transcript of records if you have not yet completed your entry exam.

If you apply for admission to two speciality programmes, you must upload an admissions assignment for both speciality programmes in WISEflow.

Admissions process

STEP 1 - Admissions assignment

The admissions assignment consists of a personal application and a CV as well as a written assignment split up into three parts:

Personal application

Write an application explaining your motivation for applying for admission to the BA Degree Programme in Entrepreneurship & Innovation including a short description of relevant competences within this speciality. Please include your CV.

Written assignment

Part 1: Entrepreneur knowledge

You should base your assignment on a present-day and recognised entrepreneur/project developer who has influenced your personal and/or professional awareness. Please describe the company/concept developed by this person and argue for why it is him or her you have chosen. The max. length of your description is one standard page of 2,400 typing units (including spacing).

Assessment will be based on your:

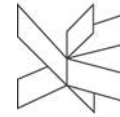
- Entrepreneurial awareness, personal values and argumentation.

Part 2: Dream board

Picture yourself two years from now and draw/visualise (preferably without or with a limited amount of text) what you will be doing two years from now. What are your dreams? What do you wish to achieve and accomplish? Have you started your own project, company or concept? Are you employed with a company - or are you doing something completely different? Does what you do make a difference? Your dream board should be max. one page including text, if any.

Your presentation will be assessed based on your:

- Originality, visual and verbal expression, your writing skills and your level of ambition.



Part 3: Concept development

Describe a project, an idea, a concept or similar that you have either:

- Realised (to some extent)
- Or would like to/are considering realising (e.g. during your studies)

In your description, you should for example account for:

- Your motivation (passion) as well as your “abilities” in relation to the project
- How should it be realized/developed?
- What makes it different from other similar projects?
- Who should help you realizing the project/concept? What kind of help/expertise do you need?
- Finally, you should prepare “an elevator pitch*” for the project.

*An elevator pitch = approx. 30 seconds pitching of your project.

The max. length of your description is two standard pages.

Assessment will be based on your:

- Motivation, concept understanding, realism/ability of execution and entrepreneurialism.

Your admissions assignment should demonstrate your motivation for studying entrepreneurship as well as your potential for working with entrepreneurship and innovation in the fashion and lifestyle industry and related areas.

STEP 2 - Personal interview

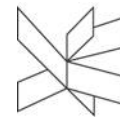
25-minute personal interview. 10 minutes for your presentation and 15 minutes for motivational interview, dialogue and Q&As.

Your presentation should focus on the following questions. Please prepare a response to the questions:

- **Your motivation for applying for admission to the Professional BA Degree Programme in Design & Business and the entrepreneurship speciality programme**
Prepare a short presentation accounting for your wish to obtain a bachelor’s degree, your future plans as well as your level of ambition.
- **Please prepare a short presentation (max. 3 minutes) where you account for your choice of speciality programme as well as your future plans and your level of ambition.**
Please bring your dream board as well as any other relevant material and base your presentation on the dream board of the other material you bring.

STEP 3 - Selection

The final selection is based on an overall assessment of your admissions assignment, the interview and your marking.



We will inform you of whether you have been admitted to the Professional BA Degree Programme in Design & Business on nemStudie.

Have fun preparing your admissions assignment.