

# BA Top-Up Degree in Design and Business Admission Assignment – August 2016

## Retail Management

### Practical information

The admission assignment must be submitted electronically. Therefore, please scan your material into one PDF document and e-mail it to [design.assignment.ba@via.dk](mailto:design.assignment.ba@via.dk).

VIA Design can receive a maximum of 50 MB per e-mail.

**Your application may be declined if your admission assignment is not filed in one document.**

There are three steps in the admission procedure:

**STEP 1** – VIA Design receives and assesses your admission assignment.

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

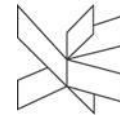
If you apply for admission to two speciality programs, you must submit an admission assignment for both speciality programs.

**STEP 2** - Personal interview.

**STEP 3** - The final selection of candidates will be made after all interviews have been conducted, and applicants will be given notice of admission, waiting list or rejection.

### Important deadlines

30 March	The admission assignment should be submitted electronically to <a href="mailto:design.assignment.ba@via.dk">design.assignment.ba@via.dk</a>
Week 19-20	Possibility of interview
1 June	Applicants will be given notice of admission, waiting list or rejection



# Admission assignment

## STEP 1: The admission assignment

The admission assignment is made up of a personal portfolio and a supplementary written assignment

### Personal Portfolio

The portfolio should include a minimum of three different assignments or documents and demonstrate a variety of your competencies within retail management.

A maximum of 20 pages on max. A3 paper. These 20 pages are to be assembled into one PDF document. Justify why you have chosen the different elements in your portfolio. This should be a maximum text of half of an A4 page.

### Supplementary written assignment

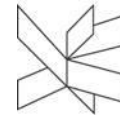
#### **Please answer all questions that follow:**

- 1) Describe what factors have led to Zaras success as a retail brand?
- 2) What would you suggest as a go forward strategy in order to ensure their continued growth and success? Consideration can include but not restricted to: target group, product range, distribution strategies, customer service and other marketing considerations
- 3) Do any of the above suggestions impact Zaras current human resource strategy?
- 4) What do you believe Zaras retail concept should look like in 10 years if they are to continue their success? Discuss and justify.
- 5) Which skills would you like to improve during your bachelor education?
- 6) How do you think you can contribute to your peers and the study?

ALL questions should be answered. Your answers can be a maximum of 2400 characters per page, incl. space and a maximum of 24,000 characters in total.

Based on your admission assignment you can be accepted to the program without an interview. However, some applicants may be invited for an interview in phase 2 before the final selections are made.

If your assignment did not qualify you for acceptance you will not go on to phase 2 and you will be notified accordingly.



## STEP 2 - Personal Interview

20-minute personal interview.

The interview will focus on the following which you should prepare yourself for:

- **Why do you wish to obtain a bachelor's degree?**  
Prepare to discuss your choice of study, your future and your ambitions
- **Presentation of portfolio**  
Bring copies of the best elements from your portfolio and present them. You will have 5 minutes.

## STEP 3 - Selection

Final selection will be made and you will receive an email notifying you of your status - accepted, refused or placed on the waiting list.

Have fun with the assignment and good luck with your application process.