

# Digital Business Master Class, 6 ECTS

47E00100

**Information Technology Program (ITP)**  
**Department of Information and Service Management**

**Academic Director:** Prof Timo Saarinen  
**Programme Director:** Laura Sivula

**Level of course:** Masters, Advanced studies  
**Teaching period:** Summer period 2021  
**Grading:** 0-5

## Overview

Interactive and fast-paced international exchange course focusing on digital transformation and optimization as strategies. Concepts covered include enterprise information systems, platforms and ecosystems, business design thinking, data-driven marketing, digital value creation, data analytics and agile development methods. Students work on a real-life business case in international teams throughout the course. The aim of the course is to provide exchange students from Aalto University School of Business the opportunity to experience and learn from the digital business landscape in Finland and globally.

## Learning outcomes

- Explore and implement key topics in digital business
- Differentiate between digital transformation and digital optimization
- Evaluate the constantly evolving digital business landscape both locally and globally
- Gain theoretical and practical knowledge on digital strategies
- Work in international multidisciplinary teams
- Apply project management in virtual and on-site projects
- Develop recommendations for real-life case

## Assessment and assignments

- Working Paper (20%, individual)
- Project pitch (10%, group)
- Final presentation (20%, group)
- Final paper (30%, group)
- In-class activity (10%, individual)
- Reflection video (10%, individual)

## Course structure

### Pre-course work (7-18/6/2021)

- Course orientation
- Video introduction
- Working Paper for project

### Lecture weeks (5-16/7/2021) (preliminary, order of lectures might change)

Date	Lecture topic
Monday 5 July (compulsory attendance)	<ul style="list-style-type: none"><li>• Welcome to Digital Business Master Class: <i>Project and teamwork orientation</i></li></ul>
Tuesday 6 July (compulsory attendance)	<ul style="list-style-type: none"><li>• Strategic Management of Innovation and Technology</li><li>• <i>Meeting the project company client</i></li></ul>
Wednesday 7 July	<ul style="list-style-type: none"><li>• Data Intensive Business</li></ul>
Thursday 8 July	<ul style="list-style-type: none"><li>• Platform Business Models</li></ul>
Friday 9 July	<ul style="list-style-type: none"><li>• <i>Project Pitches</i></li></ul>
Monday 12 July	<ul style="list-style-type: none"><li>• Business Design Thinking</li></ul>
Tuesday 13 July	<ul style="list-style-type: none"><li>• Data-Driven Marketing</li></ul>
Wednesday 14 July	<ul style="list-style-type: none"><li>• AI Ethics</li></ul>
Thursday 15 July	<ul style="list-style-type: none"><li>• Leadership in the Digital Age</li></ul>
Friday 16 July (compulsory attendance)	<ul style="list-style-type: none"><li>• <i>Project presentations</i></li></ul>

Project work in teams throughout the lecture weeks. Full-time focus on studies strongly recommended. Lectures are synchronous at 9:00-13:00 Helsinki time (GMT +3). Live attendance is strongly recommended to facilitate project work.

### Project deadline (23/7/2021)

- Deadline for final report

### Post-course reflection (by 30/7/2021)

- Reflection video
- Teamwork analysis

## Course workload

Pre-work exercise	10h
Contact hours	40h
Class preparation	40h
Project work	60h
Post-work	10h
<b>Total</b>	<b>160h (6 ECTS)</b>

## Prerequisites

This course requires no prerequisite courses for Masters students from Aalto University School of Business partner universities or Aalto University degree students.

## Quotas for students

(1) Aalto University School of Business partner university Masters level students	30
(2) Aalto University Masters level degree students	10
(3) UNITE! University network Masters level students	10

*If quota is not filled in (1) applicant group, students from (2) applicant group can be accepted to fill quota.*

## Application for the course

- Student fills application form in MoveOn (deadline 7 May 2021)
- Student applications evaluated based on motivation, study transcript, work experience