DIGITAL BUSINESS MASTER CLASS

Academic Summer Course
6 ECTS

Aalto University
School of Business

db.aalto.fi

A letter from
the Program Director

Dear Future Master Class Student,

Welcome to Finland! Digital Business Master Class at Aalto University is a fantastic opportunity to explore the digital business landscape while working with an international group of students and professionals.

Aalto University is a multidisciplinary community of bold thinkers where art and science meet technology and business.

During your stay in Finland you will learn how to tackle both global and local challenges in an exponentially changing business environment.

This course will change the way you view businesses!

Laura Sivula
Program Director

Discover the advantages of digital trends, emerging technologies, business design thinking, and data-driven business, while enjoying the nightless summer nights, sauna with locals, beautiful beaches, buzzing start-up scene, and Nordic superfoods in Finland's innovation capital Espoo.

July 1–12, 2019.

Academic Summer Course (6 ECTS) at Aalto University School of Business.

Join the global group of DBMC alumni and grow your international professional network while diving into the world of digital business.

Challenge yourself at Aalto

Educating game changers is at the heart of teaching at Aalto University. We inspire our students to take responsibility and ownership of learning and making something happen. Students are encouraged to research their topic, brainstorm strategies and concepts which build up to solutions that address the challenge in ways which are relevant to their selves and the society as a whole.

The Master Class (6 ECTS) includes viewpoints to the Finnish digital business landscape and companies through industry lecturers and company visits. Lectures are held by Aalto faculty, visiting faculty, and industry professionals.

Photo: Allas Sea Pool / Eetu Ahanen

We arrange social and cultural activities – including visits to the UNESCO heritage site Suomenlinna Sea Fortress and Allas Sea Pool outdoor pool and sauna, summer party, and Finnish traditions.

Photo: Visit Helsinki / Jussi Hellsten

Included in the Master Class

Interactive and fast-paced graduate level summer course (6 ECTS) focusing on digital technologies as tools for building businesses. We learn how companies transform their processes and systems by implementing digital technologies.

During the intense 2 weeks we build a project and plan a digital solution for a real-life company problem. Concepts covered include mobile and social technologies, service design, data analytics, platforms and ecosystems, business models, working in virtual teams, and project management frameworks.

The course includes pre- and post-work. We learn in virtual, classroom, teamwork, and corporate environments.

Lectures are held at the Otaniemi campus in Espoo which is a neighbouring city to Helsinki. A metro takes you from Helsinki city centre directly to Otaniemi campus (Aalto University stop) in 15 minutes.

The extra-curricular activities and company visits take place in both Helsinki and Espoo.

Learning outcomes

- Learn and explore key topics in digital business
- Understand the constantly evolving digital business landscape both locally and globally
- Plan projects and understand the project management life-cycle
- Work in international multi-disciplinary virtual teams
- Become familiar with typical digital business scenarios
- Gain both theoretical and practical knowledge on digital business transforming industries
- Understand social, economic, and environmental sustainability issues related to digital business landscape and become able to evaluate sustainability in the decision making

Course workload

The total course workload of 160h (6 ECTS) is divided as follows:

10h	Pre-work exercise
40h	Contact hours and exercises in classroom
40h	Class preparation
60h	Project work
10h	Post-work

Preliminary Program

The course is divided into three phases. The first phase (class preparation), and thrid phase (post-exercise) are conducted in a digital environment.

Mon-Fri	**3–7/6**	The class-preparation exercise
Mon	**1/7**	Welcome to Finland and Project Case Introduction Project Management Frameworks and Tools Orientation to Project and Team Work *Afterwork*
Tue	**2/7**	Megatrends in the Digital World
Wed	**3/7**	Advantages Through Technologies
Thu	**4/7**	Platforms in Business Company visit
Fri	**5/7**	Demo Day *Sits Party*
Mon	**8/7**	Business Design Thinking *Trip to Suomenlinna Sea Fortress*
Tue	**9/7**	Data-Driven Marketing Visual Communications
Wed	**10/7**	Creating Digital Value Company visit
Thu	**11/7**	Sustainable Digital Business
Fri	**12/7**	Project Presentations *Farewell evening event*
Mon-Fri	**19-23/8**	The case project post-exercise

Attendance to lectures, company visits, and project work is mandatory.

Please note that the preliminary program is object to change.

Application period for DBMC 2019 is open during January 21 – April 18, 2019.

In order to apply, you must be an enrolled student at a partner university of Aalto University School of Business and nominated for exchange by your home university exchange coordinator.

Applications should include:

- Study transcript,
- CV + LinkedIn profile, and
- Motivation letter.

Apply online at:

db.aalto.fi

Please note

There is no tuition fee for students who are a nominated for exchange from a partner institution of Aalto University School of Business.

Service fee

All DBMC students face a service fee which is to be paid at the time of confirming participation to the course. There are three accommodation options for the service fee.

The service fee includes:

- Course materials
- Tickets to public transportation (during 1–12 July, 2019)
- Hospitality set
- Events and trips organised by the course (as listed in the course program)

The service fee does not include:

- Living cost such as lunch and other daily meals
- Transportation from airport to accommodation (public transportation 5€)
- Any damage caused by a student to the accommodation provider

Please note:

The Aalto University School of Business reserves the right to adjust the service fee up to confirmation of participation if external costs change materially. The tuition fee and service fee are non-refundable. The service fee and tuition fee are to be paid by bank transfer. If the invoice is not paid by due date, the application will be considered lapsed. **The student is responsible for arranging his/her travel insurance.**

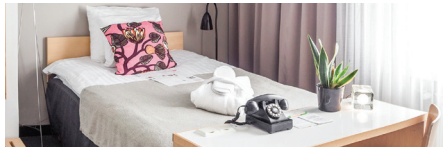
Option 1: No accommodation, 600€ (incl VAT)

For those students, who want to arrange accommodation during their stay themselves.

Option 2: Hostel Domus Academica, 1 368 € (incl. VAT)

Address: Hietaniemenkatu 14, Helsinki, **hostelacademica.fi**

- Accommodation in a single room during June 30 – July 13, 2019 (13 nights)
- The room facilities include bed linen, towels, morning sauna, private wc, shower, kitchenette, refrigerator, wi-fi



Option 3: Hotel Helka, 2 668 € (incl. VAT)

Address: Pohjoinen Rautatiekatu 23, Helsinki, **hotelhelka.com**

- Accommodation in a single comfort room during June 30 – July 13, 2019 (13 nights)
- Breakfast at the hotel, sauna, robe, slippers, wi-if (more info at: https://www.hotelhelka.com/room/comfort-single/)

"The course has given me international exposure to digital initiatives and companies in The Nordics that are leading the way in digital business. It has been a fantastic experience that has enhanced my knowledge, and I've also made some incredible friendships. I wish I could do it all over again!"

– Margarita Camus, DBMC Alumna -18
Digital Innovation Lead
Student from the University of Queensland

100%

Would recommend DBMC to a friend.

Found course intellectually stimulating.

Expectations of living in Helsinki were positively met.

* 2018 DBMC batch

Contact information

In case of any questions about the course program, practicalities or application process, please contact Ms. Heini-Maari Kemppainen.

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