

# Digital Business Master Class

5-16 July 2021

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Aalto University



# Welcome to Digital Business Master Class!



**Update your knowledge of digital business and technology while building your international competences and project management skills**

**Digitalisation offers endless possibilities for doing our work better.** From financial technology to improved maintenance processes or customer relationship management, digital business solutions offer ways to work more efficiently and reach results that would never be possible with traditional means.

Our mission at this Master Class is to give you the tools to understand the exponentially changing global business environment and apply your knowledge to real business cases.

Whether you choose to participate on campus at Aalto or online, a summer course is a fantastic opportunity to grow your networks and get reinvigorated by international encounters. Experience Aalto University, update your skill set and meet new people!

Looking forward to seeing you in July!

**Laura Kitinoja**  
**Program Manager**  
**Digital Business Master Class**  
**Aalto University**  
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# Digital Business Master Class

**Digital Business Master Class** is an interactive and fast-paced graduate-level course (6 ECTS) focusing on digital technologies as tools for building businesses. During the Master Class, students learn how companies transform their processes and systems by implementing digital technologies. Concepts covered include platforms and ecosystems, business design thinking, data-driven marketing, digital value creation, data-intensive business and agile development methods.

**Challenge-based learning** is an integral part of the Master Class. Students work on company projects in international and multidisciplinary teams. The projects are done in collaboration with partner companies, ensuring that the themes are relevant to the current business environment.



# Basic information



Application period  
1 Feb – 30 Apr 2021  
[summer.aalto.fi](https://summer.aalto.fi)

<b>Course</b>	<b>Digital Business Master Class</b>
<b>Credits</b>	<b>6 ECTS</b>
<b>Format</b>	<b>Hybrid - choice of on-campus / online</b>
<b>Teaching period</b>	<b>5-16 July 2021</b>
<b>Duration</b>	<b>2-week intensive</b>
<b>Application period</b>	<b>1 February 2021 – 30 April 2021</b>
<b>Eligibility</b>	<b>Completed bachelor's degree</b>
<b>Tuition fee</b>	<b>1400€, incl. VAT 24% (see website for more information)</b>
<b>Website</b>	<b><a href="#">Digital Business Master Class (Summer)</a></b>



**International and multidisciplinary student teams are invited to apply their knowledge to challenges provided by Finnish companies and organisations.**



# Learning outcomes



**Explore and implement key topics in digital business**



**Differentiate between digital transformation and digital optimisation**



**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**

# Practical arrangements



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The DBMC is a highly facilitated and interactive course where students are encouraged to participate in discussions, share their ideas and work together. Company projects around digital topics ensure challenge-based learning and international and multidisciplinary teamwork.

The classes are held at 9-12 Helsinki time (GMT+2). The lectures are streamed live and recorded for online participants. Classes include expert lectures, case examples and group work.

In addition to working on their digital business skills, participants get valuable experience of multidisciplinary teamwork and build their international communication skills.

## Course workload

### Pre-work, 7-18 June

- 10h Pre-work exercise
- 10h Project work
- 30h Class preparation

### Lecture weeks, 5-16 July

- 40h Contact hours
- 10h Class preparation
- 30h Project work (group work)

### Post-work, by 30 July

- 20h Project reporting (group work)
- 10h Post-course reflection

**Total: 160h (6 ECTS)**

The course is graded on a scale of 0–5, where

0 = fail    1 = poor    2 = satisfactory

3 = good    4 = very good    5 = excellent



## Student testimonial

**“My favourite thing** about the DBMC was the business project. Like-minded yet so culturally diverse people coming together to solve our client’s real business challenge was absolutely priceless. In my team alone, I worked with someone from Mexico, Finland, Japan, and India! Working on the project gave us the opportunity to apply not only our own business acumen but also what we learned on a daily basis through the DBMC classes. I can definitely recommend the DBMC to anyone interested in digitalization and international environments.”

**Francesco Spolaor**  
**Norwegian School of Economics**  
**DBMC 2020 alumni**



# Social Program

**Getting to know** fellow students and business professionals from around the world is one of the best things about study abroad experiences. DBMC social program offers the perfect opportunities for networking and exploring Helsinki together with your new friends. See some examples of our activities below! Online social program is also available.



## Welcome evening in Helsinki

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Get to know the other course participants! After kicking off the course in class, the whole DBMC group gathers in central Helsinki for a relaxed welcome event.



## Business excursion

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How do some of the best companies apply digital technologies in their operations? Get to know a new organisation and hear real case examples of how digital technology impacts business.



## Tour of Suomenlinna

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Learn about Finnish history and enjoy the summer at the old sea fortress. Perhaps have a picnic or visit the island brewery while you're there?

# Application instructions



**Find a course on [summer.aalto.fi](https://summer.aalto.fi)**



**Fill in your application online**



**Confirm your participation after being accepted**

