

# Digital Business Master Class

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1 - 12 July 2024

**A!**

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 maintenance processes and 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 in this course is to give you the tools to understand the exponentially changing global business environment. The course is a combination of expert lectures, peer learning and applying knowledge in real business cases.

According to the course alumni, sharing experiences with a global cohort and creating solutions for business cases are their favourite parts of the course. Experience Aalto University, update your skill set and prepare for invigorating international encounters!

Looking forward to seeing you in July!

**Laura Kitinoja**  
Program Director  
Aalto University Summer School  
[laura.kitinoja@aalto.fi](mailto:laura.kitinoja@aalto.fi)

# Digital Business Master Class

Digital Business Master Class (DBMC) is an interactive and fast-paced graduate level course (6 ECTS) focusing on digital technologies as tools for building businesses.

During the course, 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 course. 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.



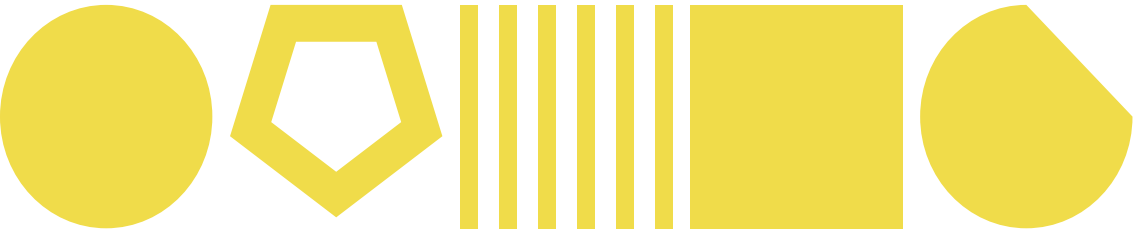
# Basic information



Application period  
1 Feb – 3 May 2024

<b>Course</b>	Digital Business Master Class
<b>Credits</b>	6 ECTS
<b>Teaching period</b>	1 – 12 July 2024
<b>Duration</b>	2-week intensive
<b>Application period</b>	1 February – 3 May 2024
<b>Eligibility</b>	Completed bachelor's degree and basic understanding of business.
<b>Course fees</b>	Programme fee 250 EUR, incl. VAT 24%

Course website



# Practical arrangements

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 from Monday to Friday. Classes include expert lectures, case examples and workshops.

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, 3-16 June

- 10h Pre-work exercise
- 10h Project work
- 20h class preparation

Lecture weeks, 1-12 July

- 40h contact teaching
- 20h class preparation and reflection
- 40h project work (group work)

Post-work, by 19 July

- 10h post-course reflection
- 10h project work

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**

# Learning outcomes



Explore and implement key topics in digital business



Differentiate between digital transformation and digital optimisation



Work in international multidisciplinary teams



Gain theoretical and practical knowledge on digital strategies



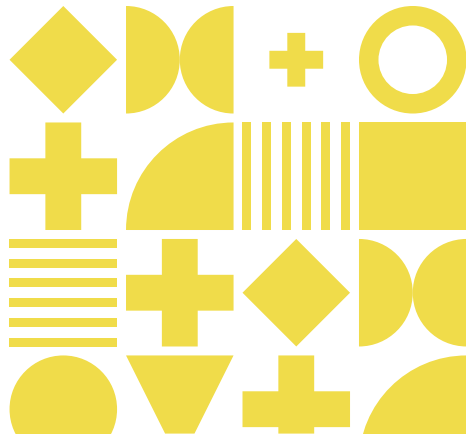
Apply project management in virtual and on-site projects




Evaluate the constantly evolving digital business landscape both locally and globally



Develop recommendations for real-life case





 **Application period**  
**1 Feb – 3 May 2024**



**Photo: Petri Anttila / Aalto University**



Photo: Petri Anttila / Aalto University



# Student Testimonial

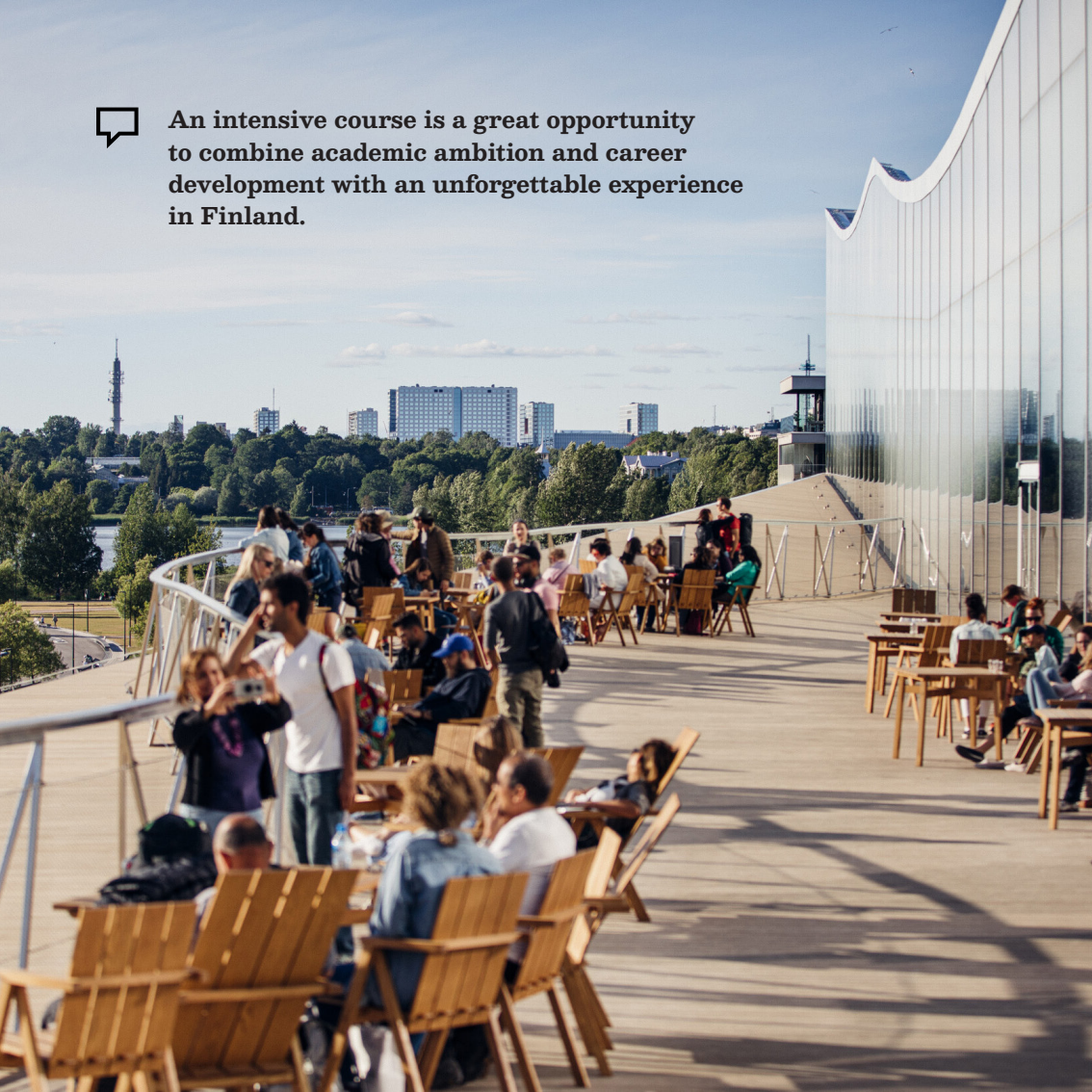
It may sound like a cliché, but the course has truly exceeded all my expectations. It was well-organised, and the communication between lecturer and students as well as among the students during our group projects was flawless. The general atmosphere during the lectures was easy-going and the main part of the focus lay on interaction, which helps you remember what you've learned."

**Svitlana Chaplinska**  
**Security and Cloud Computing**  
**M.Sc. student**  
**DBMC 2020 alum**





**An intensive course is a great opportunity to combine academic ambition and career development with an unforgettable experience in Finland.**



# 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!



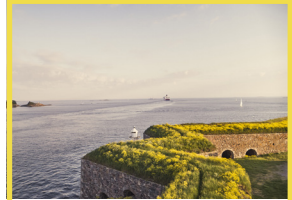
## Welcome Evening in Helsinki

—  
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

—  
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

—  
Learn about Finnish history and enjoy the crisp sea air at the old fortress. Perhaps stay for a snack or visit the island brewery while you are there?

Photos: Jussi Hellsten / City of Helsinki (on the right), Laura Lumijärvi, Petri Anttila, Kari Ylitalo / Helsinki Partners

# Application instructions



Application period  
1 Feb – 3 May 2024



**Your university nominates you to Aalto**



**Fill in your application online**



**Plan your trip to Finland and activate your student account after being accepted**

