

# Digital Business Master Class

8–19 March 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.

At a time when we can't travel like we used to, a virtual exchange is also 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 March,

**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  
5 Oct 2020 – 3 Jan 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>Online</b>
<b>Teaching period</b>	<b>8-19 March 2021</b>
<b>Duration</b>	<b>2-week intensive</b>
<b>Application period</b>	<b>5 October 2020 – 3 January 2021</b>
<b>Eligibility</b>	<b>Completed bachelor's degree</b>
<b>Course fees</b>	<b>1200€, incl. VAT 24% (see website for information)</b>
<b>Website</b>	<b><a href="#">Digital Business Master Class (Spring)</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 projects**



**Develop recommendations for real-life case**

# Practical arrangements



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**Online DBMC** is a 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.

To provide possibilities for interaction, the classes are held synchronously at 13-16 Helsinki time (GMT+2). The lectures will also be recorded. Classes include expert lectures, case examples and group work in breakout sessions.

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, 8–19 February

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

### Lecture weeks, 8–19 March

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

### Post-work, by 9 April

- 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. That is why our students get to enjoy extracurricular program and networking opportunities also on online courses. See some examples of our activities below!



## **Welcome evening: Virtual get-together**

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Get to know the other course participants! After the virtual get-together you will feel comfortable exchanging ideas in a supportive environment during lectures.



## **DBMC Coffee lounge**

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Want to have a little chat with someone before class? We've got you covered! The DBMC coffee lounge is open daily for relaxed conversations.



## **Podcast club: discuss Finnish work culture**

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Listen to Aalto University Summer School's podcasts about Finnish work culture. Then join other students to discuss your experiences!

# Application instructions



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



**Fill in your application online**



**Confirm your participation after being accepted**

