

# Digital Business Master Class

Academic  
Intensive  
Course

DB.AALTO.FI

A?

Aalto University  
School of Business





“ Very well organised and planned.  
The aspect of working on a project  
is fantastic. The overall experience  
is close to perfect. ”

— Trevor Senekal, Master Class  
student 2019, Stellenbosch  
University School of Business.

D B M C  
2019  
EXPERIENCES FROM

## A letter from the Program Director

Dear Student,

We want to invite you on an exciting journey into the digital landscape of Finland. Aalto University is a unique combination of business, technology and design and here at the Business School, you will have a study experience to remember. At Aalto University you will join a hands-on academic community working closely with companies and work-life. Our new state-of-the-art Business School building is a great place to study and socialize.

The Digital Business Master Class was founded to offer international graduate students an opportunity to experience Aalto University and enjoy everything Finland has to offer. We invite our top faculty

members and industry professionals to teach in the Master Class. We also arrange various social and cultural activities.

During your time at Aalto University you will work with a real-life business challenge in a diverse team of students from all over the world. 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.

Let us be your local guides to digital business!

Warm regards,



Laura Sivula



# Academic Intensive Course at Aalto University School of Business

Discover the advantages of digital trends, emerging technologies, business design thinking and data-driven business. Create digital solutions to challenges faced by companies. Enjoy the Nordic capital Helsinki, surrounding nature, sauna with locals and Nordic superfoods.

Digital Business Master Class (6 ECTS) provides an outlook to the Finnish and global digital business landscape and companies through industry lecturers and company visits. The lectures and workshops are held by Aalto faculty, visiting faculty, and industry professionals.

**CHOOSE THE DATES THAT FIT YOUR SCHEDULE:**

**DBMC Spring: March 9–20, 2020**

**DBMC Summer: June 29–July 10, 2020**



EKONOMIN-  
AUKIO

Welcome to the new School of Business building in Otaniemi! Built in 2018, Ekonominaukio offers modern facilities for learning, as well as gorgeous architecture.

MIKKO HUISMAN, AALTO UNIVERSITY

# Included in the Master Class

## **DIGITAL TECHNOLOGIES**

Interactive and fast-paced graduate-level 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.

## **CHALLENGE-BASED LEARNING**

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

## **TEAMWORK**

In addition to on-site learning, the course includes pre- and post-work periods. We learn in virtual, classroom, teamwork and corporate environments.

# Learning outcomes

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



# Otaniemi Campus

Lectures are held at the Otaniemi campus of Aalto University. The campus is located in Espoo, which is a neighbouring city to the capital Helsinki. Metro takes you from Helsinki city centre directly to the Otaniemi campus (Aalto University station) in 15 minutes.

Espoo is the largest innovation hub in Finland. The combination of research at Aalto University and the hundreds of international companies that call Espoo home provide an exciting atmosphere for the Digital Business Master Class.

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



MIKKO HUISMAN, AALTO UNIVERSITY



## HELSINKI

Helsinki, the capital of Finland, is a vibrant seaside city of beautiful islands and green parks. The city is compact enough to be discovered by foot and has something to offer for everyone – tech enthusiasts, design fans and nature lovers included.





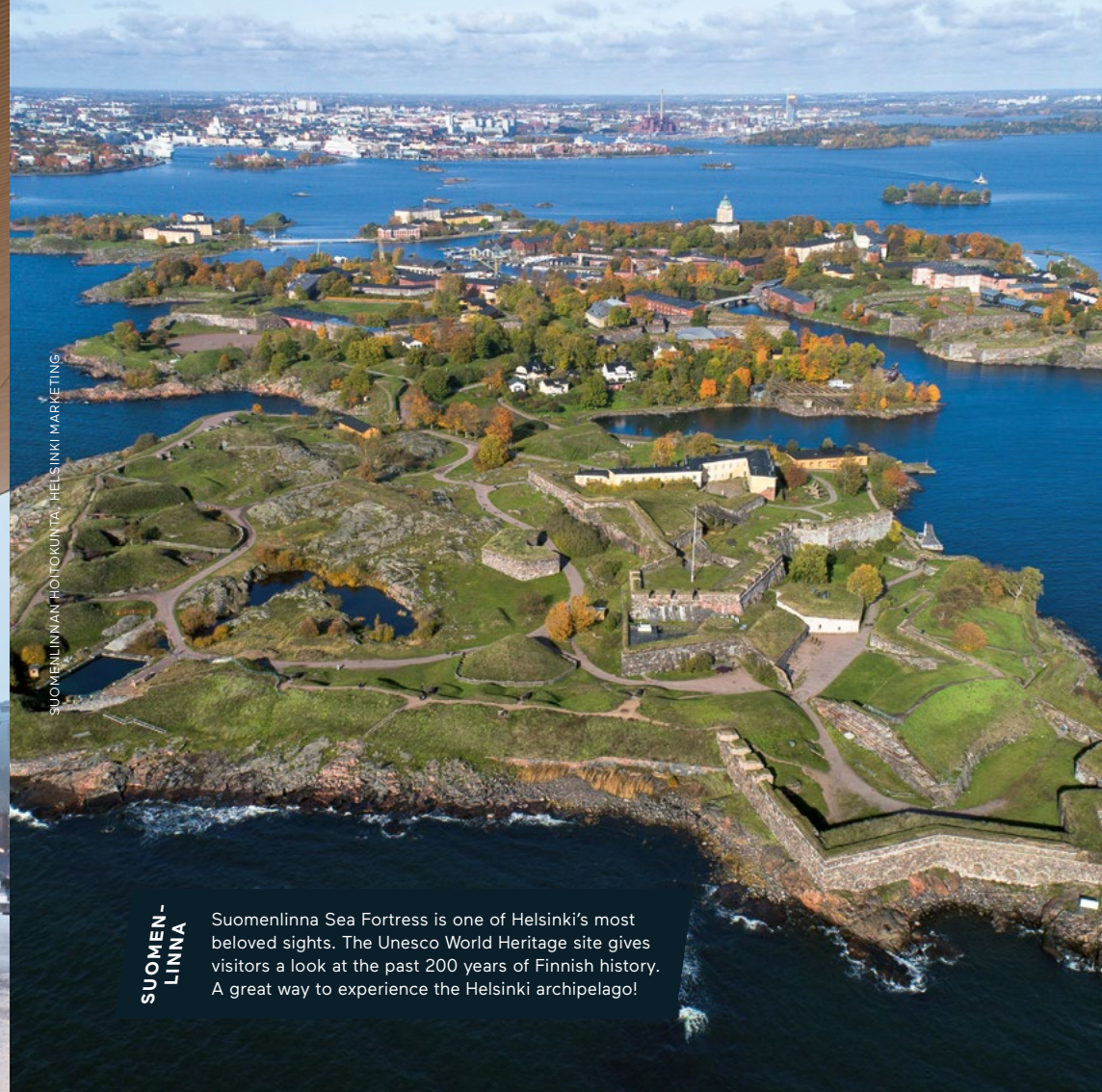
OODI

Oodi is Helsinki's central library and a lively meeting space for the city's residents. Try it out as a group work space or just enjoy the atmosphere.



TUOMAS UUSHEIMO, HELSINKI MARKETING

SUOMENLINNAN FOTOKUUNTA, HELSINKI MARKETING



SUOMEN-  
LINNA

Suomenlinna Sea Fortress is one of Helsinki's most beloved sights. The Unesco World Heritage site gives visitors a look at the past 200 years of Finnish history. A great way to experience the Helsinki archipelago!



# Application

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. Students will receive a link to our online application form after the nomination.

Applications should include:

- Study transcript
- CV + LinkedIn profile
- Motivation letter

## COURSE FEES

### Tuition fee

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

### Service fee, 480€

All DBMC students face a service fee, which is to be paid at the time of confirming participation in the course.

### The service fee includes:

- Course materials
- Tickets to public transportation (during Espoo weeks)
- Events, dinners and trips organised by the course (as listed in the course program)

### The service fee does not include:

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

Accommodation can be optionally added to the service fee. See accommodation options and prices on our website at <http://db.aalto.fi>

### 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 the due date, the application will be considered lapsed. **The student is responsible for arranging his/her own travel insurance.**

# DBMC Spring 2020

## Application period:

September 16 – December 20,  
2019.

## Program

10-14 February  
Orientation week (online)

9-20 March Intensive weeks  
(on-site at Aalto)

6-10 April Post-class work  
(online)

Preliminary program schedule  
available online at [db.aalto.fi](http://db.aalto.fi).

# DBMC Summer 2020

## Application period:

January 20 – April 17, 2020.

## Program

1-5 June Orientation week (online)

29 June – 10 July Intensive weeks  
(on-site at Aalto)

3-7 August Post-class work  
(online)

Preliminary program schedule  
available online at [db.aalto.fi](http://db.aalto.fi).







95%

Would recommend  
Aalto as an exchange  
destination.

95%

Found DBMC a good  
addition to their CV.

100%


Of expectations of Helsinki  
were positively met.

DBMC  
2019  
EXPERIENCES FROM

“ To find a resolution to our brief, as a team, we needed to creatively interact to uncover a path forward for the design of our digital platform. This interaction as a team of different cultures, ages and skills brought about a different type of experience that was extremely rewarding.”

— Michelle Goodsir, Master Class  
student 2019, Auckland University  
of Technology

\* DBMC 2019 Students



# Contact information



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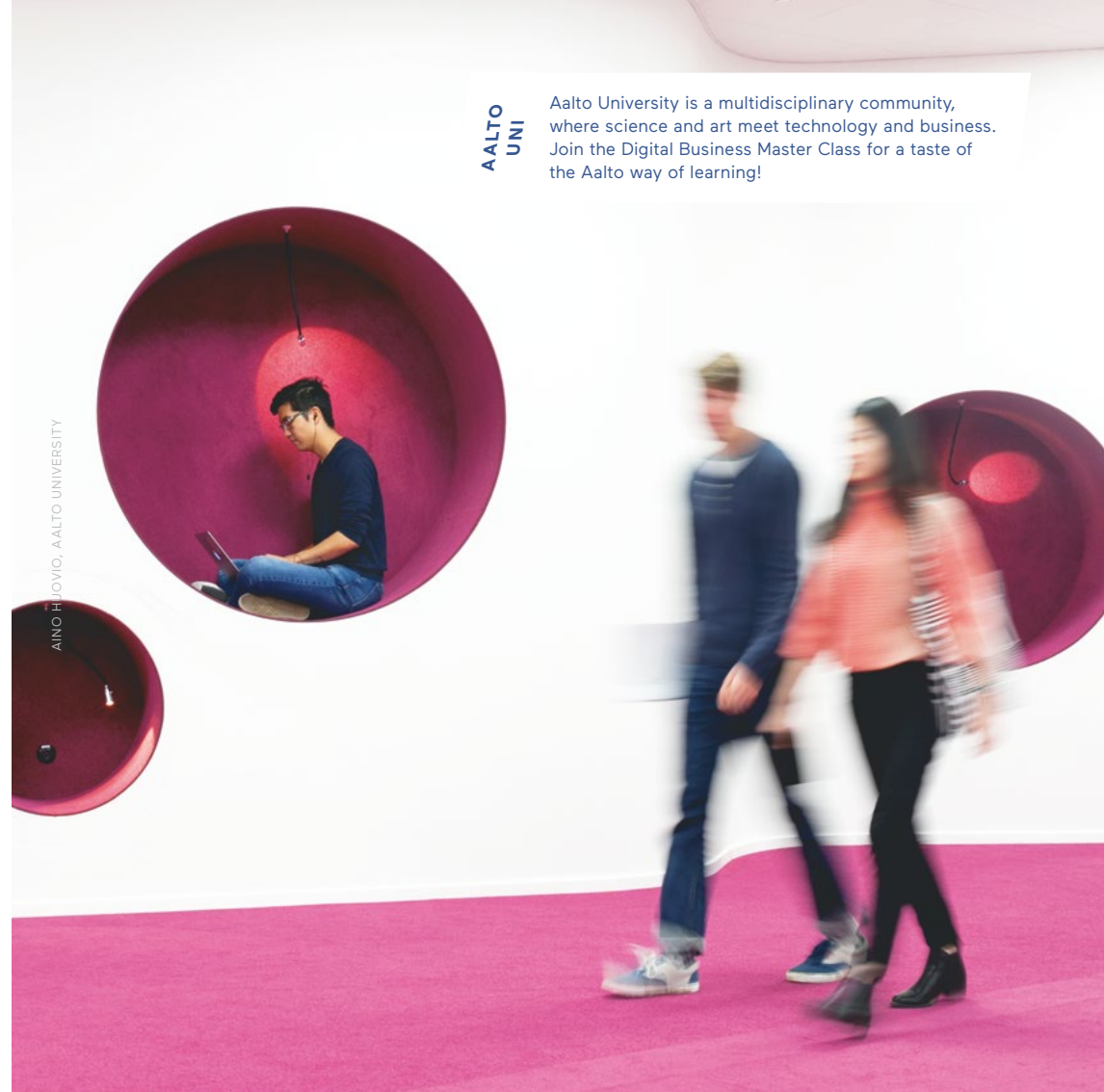
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In case of any questions about the course program, practicalities or application process, please contact Ms. Laura Kitinoja.

AALTO  
UNI

Aalto University is a multidisciplinary community, where science and art meet technology and business. Join the Digital Business Master Class for a taste of the Aalto way of learning!



AINO H. HOVID, AALTO UNIVERSITY



Let us be your  
local guides to  
digital business

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