Digital Business Master Class (Online)

Challenge-based course with a focus on digital technologies as tools for building businesses. Discover the advantages of digital trends, emerging technologies, business design thinking and data-driven business!

A" Aalto University Summer School

summer.aalto.fi

Digital Business Master Class
Basic Information

Description:

DBMC is an interactive and fast-paced international online course focusing on digital transformation and optimisation as strategies. Concepts covered include platforms and ecosystems, business design thinking, data-driven marketing, digital value creation, data analytics and agile development methods.

DBMC offers students the opportunity for challenge-based learning through real business projects. Students work in international groups during two lecture weeks and an additional week dedicated to project work. After the course, students have gained knowledge and experience of key topics in digital business, digital strategies and the constantly evolving digital business landscape. This is complemented by project experience in international and multidisciplinary teams.

Dates:
1st of June – 7th of August, 2020

Platform:
Online

Fees:
900€ for tuition fee students

Application:
https://link.webropolsurveys.com/S/EFD5F6043A1C0F77

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Digital Business Master Class
Basic information

Name	Digital Business Master Class
Credits	6 ECTS
Date	1st of June – 7th of August, 2020
Application period	20th of January – 15th of May, 2020
Fees	900€ for tuition fee students
Study language	English
Eligibility	[ ] High school [ ] Bachelors [X] Masters [X] Doctoral [X] Professionals
Course website	db.aalto.fi

Learning aims of the course:

- 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

Course workload:

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

- **10h** Pre-work orientation
- **40h** Lectures and workshops
- **40h** Class preparation
- **60h** Project work
- **10h** Post-work

The course is graded on a scale of 0-5.

Course schedule:

- **1-12 June: Pre-work**
  - Self-paced course orientation
  - Individual research for the project
- **29 June – 10 July: Lectures and Teamwork**
  - Daily online lectures (13:00-16:00, GMT+3)
  - Virtual company excursions
  - Teamwork on a company project
- **11-17 July: Finishing the company project**
  - Team project deadline 17 July
- **7 August: Deadline for post-work reflection**
  - Individual reflection on key takeaways and virtual teamwork

Digital Business Master Class
Preliminary lecture schedule

Day	Content
Monday 29/6	Project Management and Agile Methods
Tuesday 30/6	Megatrends in the Digital World
Wednesday 1/7	Business Design Thinking
Thursday 2/7	Platform Business Models
Friday 3/7	Project Pitches
Monday 6/7	Data-Intensive Business
Tuesday 7/7	Data-Driven Marketing
Wednesday 8/7	AI Ethics
Thursday 9/7	Diversity in the Technology Industry
Friday 10/7	Leadership in the Digital Age

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Apply now!

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