

# Digital Business Master Class

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4 - 15 July 2022



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 at this Master Class is to give you the tools to understand the exponentially changing global business environment. The course is a combination of expert lectures and peer learning.

According to DBMC alumni, sharing experiences with a global cohort and applying knowledge in the 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 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 – 6 May 2022**  
**summer.aalto.fi**

<b>Course</b>	<b>Digital Business Master Class</b>
<b>Credits</b>	<b>6 ECTS</b>
<b>Format</b>	<b>On campus</b>
<b>Teaching period</b>	<b>4 - 15 July 2022</b>
<b>Duration</b>	<b>2-week intensive</b>
<b>Application period</b>	<b>1 February 2022 – 6 May 2022</b>
<b>Eligibility</b>	<b>Completed bachelor's degree</b>
<b>Course fees</b>	<b>1600€, incl. VAT 24% (see website for more information)</b>
<b>Website</b>	<b><u><a href="#">Digital Business Master Class (Summer 2022)</a></u></b>

# 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 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, 6-17 June

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

### Lecture weeks, 4-15 July

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

### Post-work, by 22 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**



**Evaluate the constantly evolving digital business landscape both locally and globally**



**Gain theoretical and practical knowledge on digital strategies**



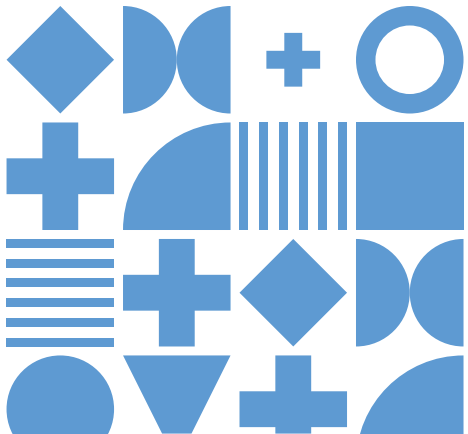
**Work in international multidisciplinary teams**



**Apply project management in virtual and on-site projects**



**Develop recommendations for real-life case**





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**Photo: Petri Anttila**



**Photo: Petri Anttila**



# 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 alumna**





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



**Photo: Julia Kivelä / Helsinki Marketing**

# Social Program

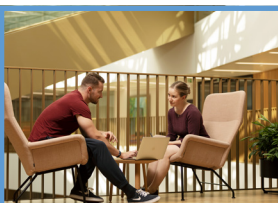
**Getting to know** fellow students and business professionals from around the world is one of the best things about study abroad experiences. DBMC social program offers the perfect opportunities for networking and exploring Helsinki together with your new friends. See some examples of our activities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



## Welcome evening in Helsinki

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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 crisp sea air at the old fortress. Perhaps stay for a snack or visit the island brewery while you are there?

# Application instructions



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



**Fill in your application online**



**Confirm your participation after  
being accepted**

