



# Digital Business Master Class (Online)

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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!

# 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:

1<sup>st</sup> of June – 7<sup>th</sup> of August, 2020

### Platform:

Online

### Fees:

900€ for tuition fee students

### Application:

<https://link.webropolsurveys.com/S/EFD5F6043A1C0F77>

### Contact:

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Program manager, Digital Business Master Class

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# Digital Business Master Class

## Basic information

<b>Name</b>	
<b>Name</b>	<b>Digital Business Master Class</b>
<b>Credits</b>	6 ECTS
<b>Date</b>	1 <sup>st</sup> of June – 7 <sup>th</sup> of August, 2020
<b>Application period</b>	20 <sup>th</sup> of January – 15 <sup>th</sup> of May, 2020
<b>Fees</b>	900€ for tuition fee students
<b>Study language</b>	English
<b>Eligibility</b>	<input type="checkbox"/> High school <input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input checked="" type="checkbox"/> Doctoral <input checked="" type="checkbox"/> Professionals
<b>Course website</b>	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

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## 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!