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Aalto University





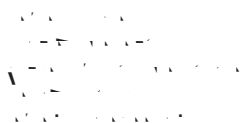
Business Model Innovation and Digital Business Solutions

Business Model Innovation (BMI) is a key driver of digital business solutions. 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 course is to give you the tools to understand the exponentially changing global business environment. The course is a combination of expert lectures, peer learning and applying knowledge in real business cases.

According to DBMC alumni, sharing experiences with a global cohort and creating solutions for 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!





Business Design is an interactive and fast-paced graduate level course (6 ECTS) focusing on digital technologies as tools for building businesses. During the course, 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.

Business Design Projects is an integral part of the course. 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.

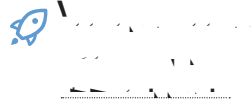


Business Model Innovation

Business Model Innovation is a 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 Content

- 10h Pre-work exercise
- 10h Project work
- 20h class preparation

Teaching Methods

- 40h contact teaching
- 20h class preparation and reflection
- 40h project work (group work)

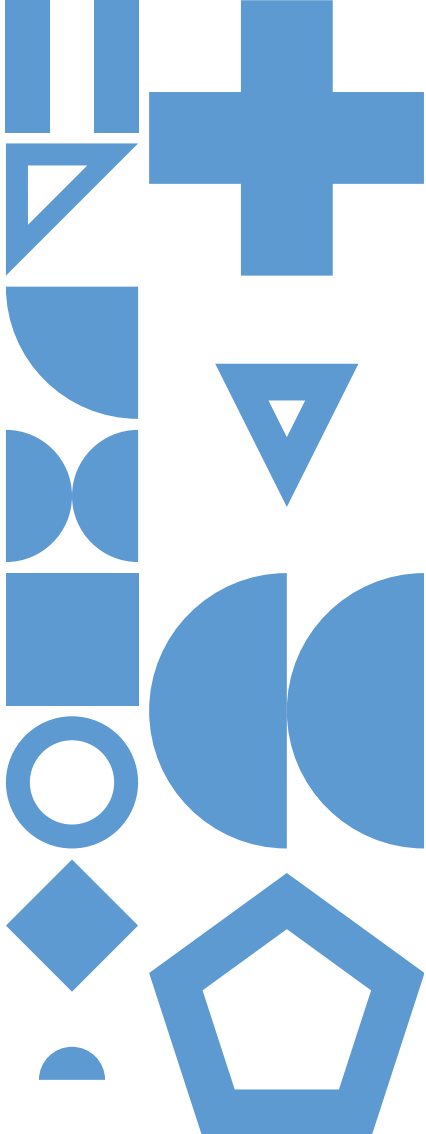
Assessment

- 10h post-course reflection
- 10h project work

Total: 160h (6 ECTS)

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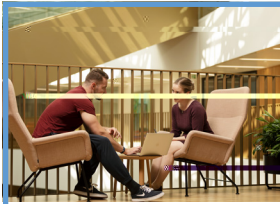
It may sound like a cliché, but the course has truly exceeded all my expectations. It was well-organised, and the communication between lecturer and students as well as among the students during our group projects was flawless. The general atmosphere during the lectures was easy-going and the main part of the focus lay on interaction, which helps you remember what you've learned."



Meeting 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!



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.



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.



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?



1. Identify the problem
2. Generate ideas
3. Evaluate ideas
4. Develop a solution
5. Test the solution



1. Observe
2. Define the problem
3. Generate ideas
4. Evaluate ideas
5. Develop a solution
6. Test the solution



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