



REFRESHER ON BUSINESS RESEARCH. INTRO

AALTO VENTURES PROGRAM

Team behind the course

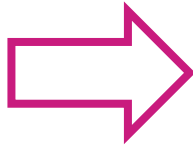


Lidia Borisova

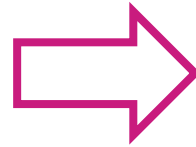


Håkan Mitts

AVP teacher



**Project manager “New
space for Rosatom”
(2014 –2016)**



Programs:

- International Design Business Management (design thinking)
- Information Technology Program (UX design)

PROJECTS:

- Application for rental market (Sopia);
- Futuristic shopping center for CityCon;
- Development of new meanings for Finland National Museum;
- educational ecosystem Start North;
- Identity and Concept of the New Otaniemi Estate of Aalto Business School (Finland);
- UX design for customer relationship management for ISS Finland.

Course objective

Familiarize students with design thinking approach by providing theory and practical toolkit to enable them use it in their entrepreneurship activities.

COURSE STRUCTURE

Monday 14.01



INTRO

- Lecture about design thinking
- Introduction to the user's research

Monday 21.01



- WORKSHOP to try out design thinking on practice

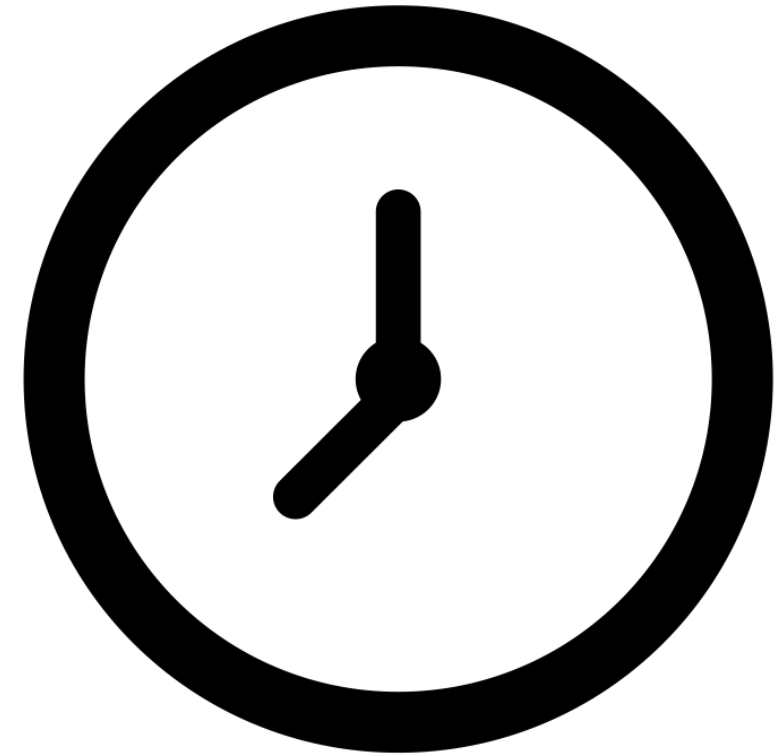
Monday 28.10



- Lecture design thinking toolkit and strategic level of design

Time: 9.15 – 11.00

Location: Learning Hub Atrium,
TUAS, Maarintie 8

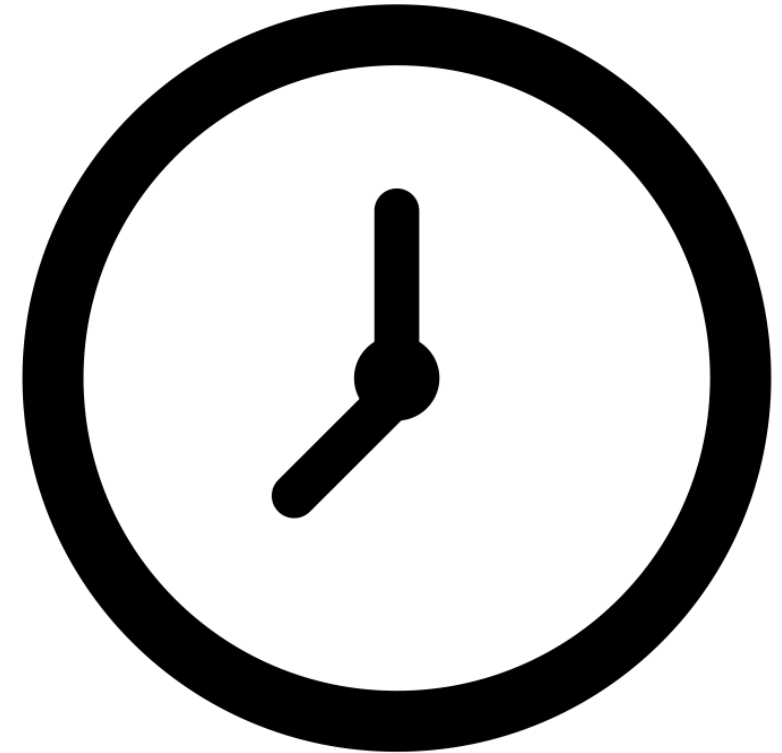


COURSE WORKLOAD: 27 hours = 1 credit

lectures / workshop - 6 hours

exercises - 10 hours

self-studies - 10 hours



COURSE STRUCTURE

Monday 14.01



● Pre-assignment

INTRO

- Lecture about design thinking
- Introduction to the user's research

● Assignment N1

Monday 21.01



- WORKSHOP to try out design thinking on practice

● Assignment N2

Monday 28.01



- Lecture design thinking toolkit and strategic level of design

● Assignment N3

ORGANIZATIONAL MOMENTS

- **Grading** - pass/fail
- **Presence** – obligatory
- To pass the course, the student must complete all the assignments
- Course materials at [Mycourses](#)