TU-C2040 - STRATEGY FIELDWORK
INFORMATION FOR COMPANIES

A? Aalto University
School of Science

We are looking for companies, non-profits, or any other organizations that are interested in providing a project for the course "Strategy Fieldwork" at the Department of Industrial Engineering and Management of Aalto University for spring 2022. If you are interested in providing a project, please contact kimmo.karhu@aalto.fi and/or kaarlo.vaisanen@aalto.fi as soon as possible or at latest by Dec 3 to indicate preliminary interest towards the course.

What kind of projects are we looking for?

- Focus on study of market, customers, users, partners or other external parties
  - typically related to launching new or improving existing business model / product / service, or entering a market
  - no internally-oriented or process improvement projects
  - no generic studies of trends or current topics
- Includes collection and analysis of data by students (e.g. surveys, interviews, or internal organizational data)
- Typically involves analysis of customer or market characteristics, assessment of business potential, and/or identification of value for customers or partners
- Results in clear recommendations or other similar strategic guidance for the organization based on the data analysis

Why should you offer a project?

- Get an external perspective on a current or planned project
- Kick-start a new project for launching a new business or product/service, or extending or internationalizing a business or product/service
- Work with and get insights from highly talented students

What will you get?

- Collaboration with a team of 4-5 TUTA/DIEM students (2nd or 3rd year)
- The team is supposed to spend at least about 400-500 hours collectively on the project, which includes data collection, analysis and writing the report
- A report (in the form of a slide deck) that includes a realistic assessment for the problem at hand and recommendations with evidence-based reasoning
- Data and analysis steps / scripts that were used in the work with full documentation
- Note! This is one of students' first projects that requires systematic collection and analysis of primary data

What is required from you?

- Provide a one page draft project description by Dec 17
- Kick-off meeting with the students by early Feb
- Help in accessing data sources, which primarily means enabling interviews and surveys both inside and outside of your organization, but can also include access to documents and other materials throughout the project
- Regular meetings, guidance, and feedback during the project (Jan – May)
- Final feedback to the students after the project during May

Compensation

No monetary or other form of compensation for the work is required or expected, but project providers may provide compensation for the team at their own will and cost. Teachers of the course and Aalto University will not be involved in any way with possible compensations or related arrangements.

Confidentiality and GDPR

All students and course staff sign a standard NDA used in student-company collaboration at Aalto University. NDA will cover all the projects, since students read and comment on each others' work. The reports and documents will not be public. Projects should avoid using any data that is considered as personal data under GDPR, but if such data is involved, the provider of the project is solely responsible for proper processing of personal data in accordance with GDPR and this should take place within facilities under its control.

Project phases

1. Planning / framing (Jan-Feb)
2. Data collection (Feb-Mar)
   ○ Project should mainly deal with only one well defined data set
3. Data analysis (Mar-Apr)
   ○ Data is analyzed using basic quantitative or qualitative analysis (no advanced analysis methods are required to pass the course)
4. Recommendations (Apr-May)
5. Wrap up / finalization of the report (May)

Next steps

- Please let us know as soon as possible or at latest by Dec 3 if you consider providing a project (e-mail to kimmo.karhu@aalto.fi and/or kaarlo.vaisanen@aalto.fi)
- By Dec 17, please provide a one page summary that includes
   ○ a brief description of the organization and its business or equivalent operations
   ○ objectives and expected deliverables
   ○ concrete project outline (incl. how the students should carry out the project, e.g. by doing interviews or collecting other types of market data)
   ○ how you plan to support the students (e.g. access to data/informants)
   ○ Your contact information (e-mail and telephone number)
- We post the draft project descriptions on the course website before Christmas and final versions of all the project descriptions need to be available by Jan 10
- After Jan 10 and the first lecture of the course students will form groups themselves and then contact you as a group
- You will need to agree with a student group on the project in early Feb at the latest, and after that the course staff will help in matching the possibly remaining topics and groups

Contact information

If you have any questions, please be in touch with either of the teachers for the course:
- Kimmo Karhu, 040 757 6871, kimmo.karhu@aalto.fi
- Kaarlo Väisänen, 040 505 9144, kaarlo.vaisanen@aalto.fi