

# **WELCOME TO THE IDBM CHALLENGE 2022**

## **Introduction**

Dr. Ville Eloranta, Senior University Lecturer,  
Aalto University, School of Business,  
Dept. of Management Studies (IDBM)

# WELCOME TO THE IDBM CHALLENGE COURSE!

For the next 7 weeks we learn about transdisciplinary teamwork in design, technology and business context. We will:

- **identify and analyze the dynamics** between the individual, the team, and the community in the context of interdisciplinary, creative problem solving
- identify and analyze the **reasoning and practice** of design-driven ways to solving ill-defined problems
- as teams, **apply** the problem-solving **methods** to real-life societal and business challenges
- as teams, **create a solution/approach/problematization** related to the challenge
- individually and collectively **reflect** the design outcomes and the learning progress

# TODAY'S SCHEDULE

- **First: Introduction, Who are we**
- Then: The course structure
- After that: IDBM Challenge of this year



**Ville Eloranta**  
Senior University Lecturer, IDBM Master's Programme Director at Aalto University



About

Dr. Ville Eloranta is an expert in business model innovation (ecosystem and platform business models), leading multidisciplinary creative teams, and connecting design paradigms to management practice.

Ville is working as Senior University Lecturer and Programme Director of multidisciplinary International Design Business Management (IDBM - idbm.aalto.fi) Master's Programme in Aalto University, School of Business. Ville is also involved in the development of Network University Fltech (a transformative education endeavor of 7 biggest Finnish universities, Technology Industries of Finland, and TEK).

Ville's research topics are related to business models and governance models of decentralized business ecosystems. Ville is a Principal Investigator (PI) in 2,75Me EU funded H2020 FET Open consortium ATARCA (atarca.eu), which is investigating radically new ways to organize data economy.

Before joining academia, Ville worked nearly 20 years as a service designer and programmer, and design agency entrepreneur (founder of a 30-person company in 3 countries), solving digitalization challenges especially for big b2b customers.

Experience

**Senior University Lecturer, IDBM Master's Programme Director**  
Sep 2021 – Present



**University Lecturer**  
Aug 2019 – Present · 2 yrs 2 mos



**Postdoctoral Researcher**  
Aalto University, School of Business  
May 2016 – Jul 2019 · 3 yrs 3 mos



**Researcher / Doctoral Candidate**  
Aalto University School of Science and Technology  
August 2012 – May 2016 (3 years 10 months) | DIEM



**Independent Planner**  
Alkuvoima – Strategic Digital Marketing Agency  
January 2014 – October 2015 (1 year 10 months) | Helsinki



**Co-Founder, Service & Concept Design**  
AlkuvoimaEast Oy  
August 2011 – December 2013 (2 years 5 months) | Helsinki



**Co-Founder**  
Markkinointitoimisto Alkuvoima Oy  
November 2006 – December 2013 (7 years 2 months)



**Vice President, Projects and Technology**  
Viherjuuri (former Axel Group Oyj)  
January 2006 – October 2006 (10 months)



**Production Manager / Concept Designer, Digital Communications**  
Viherjuuri (former Axel Group Oyj)  
August 2004 – December 2005 (1 year 5 months)



**Concept Designer**  
Axel Digital Group Oyj  
May 2000 – July 2004 (4 years 3 months)



**Interface Programmer**  
Satama Interactive  
August 1999 – April 2000 (9 months)



**New Media Designer (military service)**  
Finnish Defence Forces  
January 1999 – July 1999 (7 months)



**Webmaster**  
Oy Karl Fazer Ab  
July 1998 – July 1999 (1 year 1 month)



**Freelancer**  
Freelancer  
January 1995 – July 1999 (4 years 7 months)

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# COURSE TASKS

1. Pre-assignments (you already did these!)
2. Workshop sessions (min. 80% mandatory presence due to the teamwork-related learning objectives)
3. Large project work in transdisciplinary teams (Instructions given today), includes organizing an event (mandatory presence), and event rehearsal.
4. Readings & materials. All listed in mycourses.
5. Individual reflections (3) (learning essays)
6. Reflective team report

# DELIVERABLES AND GRADING

• Individual reflections 3x12pt	36 pts	<b>GRADING:</b>	
• Event production	5 pts	51-60	1
• Pitch rehearsal	10 pts	61-70	2
• Public presentation of your teamwork	20 pts	71-80	3
• Team report	20 pts	81-90	4
• Attendance (0,5pt / half day, 80% needed)	9 pts	91-100	5
• <b>TOTAL</b>	<b>100pts</b>		

# SCHEDULE (1/2)

## WEEK 1: Introduction and interdisciplinary teamwork

- Monday 5.9.: Introduction and challenge brief (9-12)
- Wednesday 7.9.: Interdisciplinary teamwork in the field of (radical) creativity (14-17)
- Friday 9.9.: Design thinking fundamentals; exploring our ideas (14-17)

## WEEK 2: Design thinking for transitions

- Monday 12.9.: Design thinking iteration round I (9-12)
- Wednesday 14.9.: "Futures design" – Visit to Deloitte (14-17) (off-campus - location information to be disclosed)
- Friday 16.9.: Design thinking iteration round II (14-17)

## WEEK 3: Advancing our epistemic fluency

- Monday 19.9.: Theory of change & prototyping in transition design (9-12)
- Wednesday 21.9.: Arts Immersion (14-17)
- Friday 23.9.: Kiuas day (14-17) (off-campus, location instructions will be defined)

## WEEK 4: Developing our ideas and bringing them to the stage

- Monday 26.9.: Communicating your ideas in efficient and actionable way (9-12)
- Wednesday 28.9.: Revisiting the noninstrumentality; time for teamwork (14-17)
- Friday 30.9.: Mentored teamwork (14-17)

MENTORING (FOR INDIVIDUALS AND TEAMS) AVAILABLE ALL THE TIME DURING THE COURSE



# SCHEDULE (2/2)

## WEEK 5: The looming need of convergence?

- Monday 3.10.: Event planning, mentored teamwork (9-12)
- Friday 5.10.: Final presentation drafts and time for teamwork (14-17)
- Friday 7.10.: Final presentation drafts and time for teamwork (14-17)

## WEEK 6: Final event (and preparations)

- Monday 10.10.: Event rehearsals (9-12)
- Monday 12.10.: Final event (the whole day)

## WEEK 7: Evaluation week

- Evaluation week. No teaching events.

**MENTORING (FOR INDIVIDUALS AND TEAMS) AVAILABLE ALL THE TIME DURING THE COURSE**

# READINGS

## Transition design (and our perspective to design thinking)

- Micheli, P., Wilner, S. J., Bhatti, S. H., Mura, M., & Beverland, M. B. (2019). Doing design thinking: Conceptual review, synthesis, and research agenda. *Journal of Product Innovation Management*, 36(2), 124-148.
- Dorst, K. (2011). The core of 'design thinking' and its application. *Design studies*, 32(6), 521-532.
- Irwin, T. (2015). Transition design: A proposal for a new area of design practice, study, and research. *Design and Culture*, 7(2), 229-246.
- Dunne, A and Fiona, R. (2013). *Speculative everything: design, fiction, and social dreaming*, MIT press. (Chapter 1: Beyond Radical Design)
- Zidulka, A., & Kajzer Mitchell, I. (2018). Creativity or cooptation? Thinking beyond instrumentalism when teaching design thinking. *Journal of Management Education*, 42(6), 749-760
- Elsbach, K. D., & Stigliani, I. (2018). Design thinking and organizational culture: A review and framework for future research. *Journal of Management*, 44(6), 2274-2306.

## Interdisciplinary teamwork

- Grant, A. M. (2014). *Give and take: Why helping others drives our success*. Penguin. (Chapter 1, pages 1-26).
- McLaughlan, R., & Lodge, J. M. (2019). Facilitating epistemic fluency through design thinking: a strategy for the broader application of studio pedagogy within higher education. *Teaching in Higher Education*, 24(1), 81-97.

## Reflective practice

- De Déa Roglio, K., & Light, G. (2009). Executive MBA programs: The development of the reflective executive. *Academy of Management Learning & Education*, 8(2), 156-173. (ONLY PAGES 156-163)

# OTHER MATERIALS

- There will be an additional material link list in mycourses, to inspire you! Remember also videos.
- Material you will look for yourself: Google, medium.com etc., books, previous knowledge?
- Academic articles: Does everyone know how to do scientific database search?
  1. <https://scholar-google-fi.libproxy.aalto.fi>
  2. search with article name
  3. click “Fulltext” / ”Full View” from the right margin
  4. Click the first “GO”-button
  5. Look for “view article”, “download”, “PDF”, “full-text” or similar

# *More about learning essays*

# INDIVIDUAL REFLECTIONS (3x, 0-12pt) (LEARNING ESSAYS)

- The **purpose** of learning essays is for you to make sense of your thoughts, in relation to the contents of the course. The essay should be analytical, comparative and/or integrative in nature and written in a narrative format.
- Each essay should (1) contain **600 - 900 words**, (2) be formulated in your **own words** and (3) contain **clear references** to the literature/other materials.
- **Visualizing** your thoughts is a powerful tool, and we want you to incorporate some visual elements to your diaries. Being visual can take many different formats, such as sketching, mind-mapping, photograph, and collages.

# INDIVIDUAL REFLECTIONS: YOUR PERSONAL PERSPECTIVE COUNTS

- The aim of a learning essay is to summarize, analyze, reflect and comment the course contents
- Learning essay should not repeat what someone has said, but should **reflect your own voice**.
- It is your **own analysis and insights** that count. Feel free to take the ideas discussed in the class even further and **elaborate as much as you can**.
- Use **course literature, lectures, other articles, videos, etc** to build and support your argumentation
- **PROPER REFERENCING NEEDED**

# INDIVIDUAL REFLECTIONS: SCHEDULE, SUBMITTING

- Essay 1: 12.9. (Mon)
  - Essay 2: 19.9. (Mon)
  - Essay 3: 3.10. (Mon)
- 
- Submit your assignments in a **PDF** file to mycourses. Please use following naming convention:  
Lastname\_firstname\_Learningessay\_number.pdf.

*More about the event*



# **EVENT: PUBLIC PRESENTATION OF TEAM-WORK (20pt) + PITCH REHEARSAL (10pt)**

- Teamworks are going to be presented in a public hybrid event 12.10.
- Ignite presentation (5mins) on how you have addressed the IDBM Challenge. Otherwise free format. **Content + presentation: 0-20pt to all members of the team**
- There is going to be a presentation rehearsal (agreed with doodle soon). Same format as the real event presentation. **Content + presentation: 0-10pt to all members of the team**

# EVENT PRODUCTION (5pt)

- Each team will be given a task related to the event production (marketing, technology, logistics, etc...)
- Important task: **therefore 0-5pt to all members of the team**
- **REMEMBER. IT IS YOUR EVENT. WE HELP YOU BUT YOU ORGANIZE AND PROCUCE IT! (venue has been selected for you and IDBM klubi helps to kick start the organizing)**

# *Team reporting*

# TEAM REPORT (0-20pt)

- Similar idea, style, and requirements as with individual learning essays, but larger task (2500-4000 words) and focused to your teamwork
- It is important that the team report demonstrates your learning as a team, rather than only your individual perspectives.
- Highlight your team's design journey and how you derived at your concepts
- Demonstrate diversity of views and expectations
- Discuss and analyze at least (but not limited to!) what you have learnt in terms of 1) team dynamics, 2) cross-disciplinary learning, 3) psychological safety, 4) navigating and resolving conflict

# TEAM REPORT (0-20pt)

Report deadline:  
16.10.

- Content ideas to be included (just examples)
  1. Use one of the taught design frameworks as the baseline for your report
  2. Adopt a storytelling technique to describe your journey
  3. Illustrate what the challenges and opportunities there were throughout the course of your teamwork

**The report should not:**

- Be only about your team's concepts – that's what the presentation is for 😊
- Be written only by one person

# *Attendance*

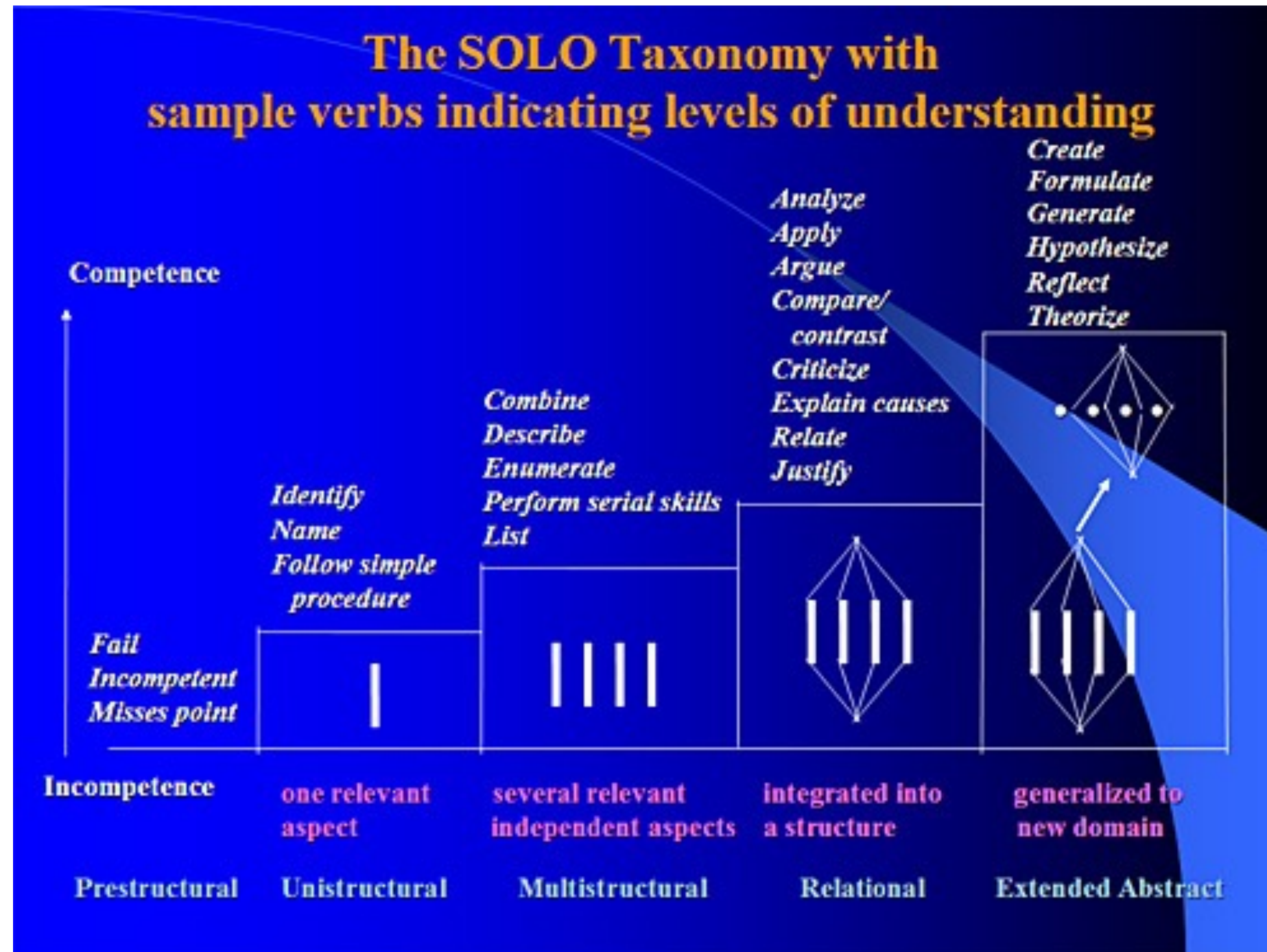
# ATTENDANCE (9pt)

- This is a teamwork program and teamwork course, and teamwork is not possible without team members.
- Each session gives attendance points (0,5pt / half day) that are altogether worth 9% of the course grade. We will allow absence from four half day sessions (20% of all).
- However, certain sessions are mandatory. Please contact course administration (Ville) immediately if there are issues with attendance.
  1. introduction
  2. event planning
  3. event rehearsal and
  4. event (see the schedule)

# *Content evaluation model*



# EVALUATION LADDER



*Policies,  
learning environments,  
grading.*

# **COULD WE AGREE ON THIS ”MISSING THE DEADLINE –POLICY”?**

**All deadlines always at 23.59.59 Finnish time (mycourses time)**

- I want to keep this course as interactive and personal as possible
- However, we have approx 60 people here. We have to have some structure. Please respect deadlines.

## **1. Individual assignments (learning diaries)**

- Delay 0-48 hours = 150% content length requirement OR -1 Grade
- Delay 48+ hours = -1 grade per each beginning 24 hours

## **2. Team assignments (report)**

- Delay 0-48 hours = 125% content length requirement OR -1 Grade
- Delay 48+ hours = -1 grade per each beginning 24 hours

## **3. Event presentation or rehearsals cannot be delivered late.**

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# MORE INFORMATION

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