



Aalto Ventures Program



# TU-E4310 - Digital Business Management

2nd Session Nov 2nd, 2023

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EIT Digital  
Master School

# Agenda Today, Nov 2nd

## *Management of Technological Innovations – Theory and practice:*

- 1. Innovation Management:** Special features of the digital economy, Heli Koski, ETLA Economic Research;
- 2. Course practicalities:** Course Assignments;
- 3. Wrap-up:** Q&A

# COURSE PRACTICALITIES 😊



# Getting Organized with the Assignments

**See the Group Assignment descriptions (Phase 1 "Case timelines", and the Final submission) in MyCourses;**

**The current important task is to subscribe to a Group (→ Group Choice in MyCourses);**

**Everyone should be in a group by Tuesday 5.11.**

**DL 20.11. for the 1st phase of Group work (Timelines);**

**See the separate slides about the Assignments. Individual Assignment will be published soon, too.**

**Any issues, personal or with group – let us know!**

# Online module: I&E Basics 2 – Aalto 2023



Online lecture contents for this course:

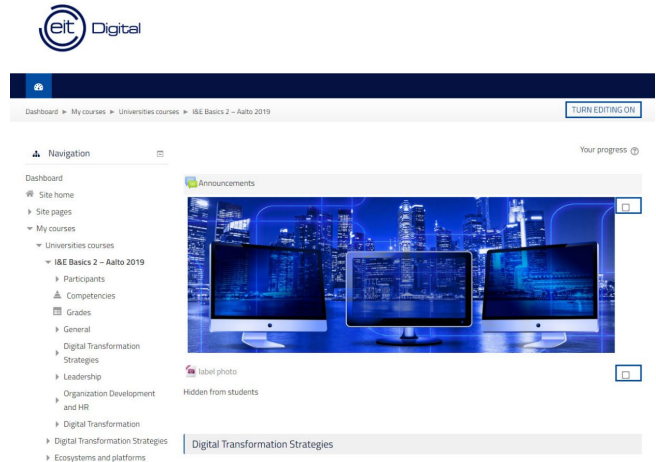
1. **Introduction to Digital Transformation;**  
(NOTE: For the students that this is a new one);
2. **Digital Transformation Strategies;**
3. **Organizational Development and HR;**
4. **Platform economy fundamentals;**
5. **Leadership;**

**Please Note:** The video-format lecture modules include a **Quizzes** that you can use as test(s) related to the lecture topic(s). Enjoy your learning!



# How to get started?

- **Non-EIT students (new to the platform):**
  1. Go to:  
<https://ieonline.eitdigital.eu/login/signup.php>
  2. **Create a new account** (unless you happen to have one).
    - **Use your aalto.fi email for both username and email address fields.**
  3. Email [anna.kurmaeva \(at\) aalto.fi](mailto:anna.kurmaeva@aalto.fi) and tell the email that you have created the account with.
  4. Anna will then add you to the course at EIT Digital's learning environment.
- **EIT students (existing):** use your existing account to sign in
  - Once you login, you should see **I&E Basics 2 - Aalto 2023** in the list of courses.
  - **IF NOT** -> email [anna.kurmaeva \(at\) aalto.fi](mailto:anna.kurmaeva@aalto.fi) clarifying your account related information at I&E Online platform.



# THANK YOU FOR ATTENTION!

SEE YOU AT NEXT LECTURE AT 10:15 ON NOV 9<sup>TH</sup>