



## **TU-E4310 - Online modules in 2023**

I&E online contents of  
the course

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

## Online lecture contents for this course:

1. **Introduction to Digital Transformation;**  
(NOTE: For students that have not gone through this through earlier e.g. in the TU-E4300 course);
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!



# 1. Introduction to Digital Transformation

## Topics:

- General perspectives on Digital Transformation
- Technology Perspective
- Company Level View
- Macro level
- Summary

What is Digital Transformation and why all this talk about it lately? This online module tries to demystify the topic and view it from a number of different perspectives. The included videos include an informal discussion with Henrik Blomgren and Kari Hiekkanen, led by Martin Vendel. Both Henrik and Kari have extensive experience from the area both from an academic perspective as well as practitioners.

The module comes with a **quiz**.



## 2. Fundamentals of digital disruption of firms



**Mr. Robin Gustafsson,**  
Associate Professor of Strategic  
Management, Aalto University.

This module will give a broad overview on how existing theories and frameworks, assumptions and conceptualizations in key domains in business, operation, and management are applicable today with increasing **digitalization of business, markets, and industry operations**.

Students will learn about **the unique features of digital technologies and platforms** and how these enable **new forms for organization of business** and markets, and **what the sources of competitive advantage** are in the age of digital and platforms.

Students will further explore whether the concept of a markets and industries are applicable today, how management and leadership will change with digital and platforms, and how established theories of sustainable competitive advantage applies today.

# Fundamentals of Digital Disruption of Firms

## Sections

1. The unique features of digital technologies and platforms
2. Digital disruption of markets and industries
3. Competitive advantage and strategic position in the digital age
4. A resources based view in the digital age
5. Organizing in the age of digital and platforms
6. Management and leadership in the age of digital and platforms

Note: The related quizz included;

### 3. Organizational Development and HR

#### HOW TO OPERATE A KNOWLEDGE-INTENSIVE ORGANIZATION?



Keywords:

Organizational models;  
Human Resources;

**Organizations change** over time. Quite often, an organization **is changed by external forces**. These might include the development of technology, the introduction of substitute offerings by competitors, or winning – or losing – an important customer. However, organizations **also develop based on their internal capabilities**. Larry Greiner discusses this development as the evolution and revolution of a growing organization. Greiner argues that all companies face similar kinds of challenges during their growth stage:

The module is composed of:

- pre-class materials: theoretical;  
video materials;
- Readings;
- Quiz (test);

## 4. Platform economy fundamentals



**Dr. Kimmo Karhu and Mikko Heiskala,**  
Aalto University (2019).

In this module, we explore the four fundamental pillars of platform economy that power these firms

- Digitalization
- Network effects
- Boundary resources

After completing this module, you are able to describe the main characteristics of multisided platforms and platform economy – and why platform economy is different to traditional business.

You can define different kind of network effects and understand their role in boosting platform-driven businesses.

# 5. Leadership and related cases + quizz



**1) Introduction: General concepts, methods and tools**



Jose Manuel Leceta



Totti Könnölä



Iñaki Lozano Ehlers



Jose Maria Fuster

**2) Strategic vision skill**

Case study on “Banking and Digitalization”

**3) Communication skill**

Case study on communicating in the digital age. New internal, external and co-creating spaces

**4) Conflict resolution skill**

Case study on managing a conflict in a virtual software team

**5) Communication skill**

Case study on team work and taking a role of a project leader - assigning team tasks



# How to get started?

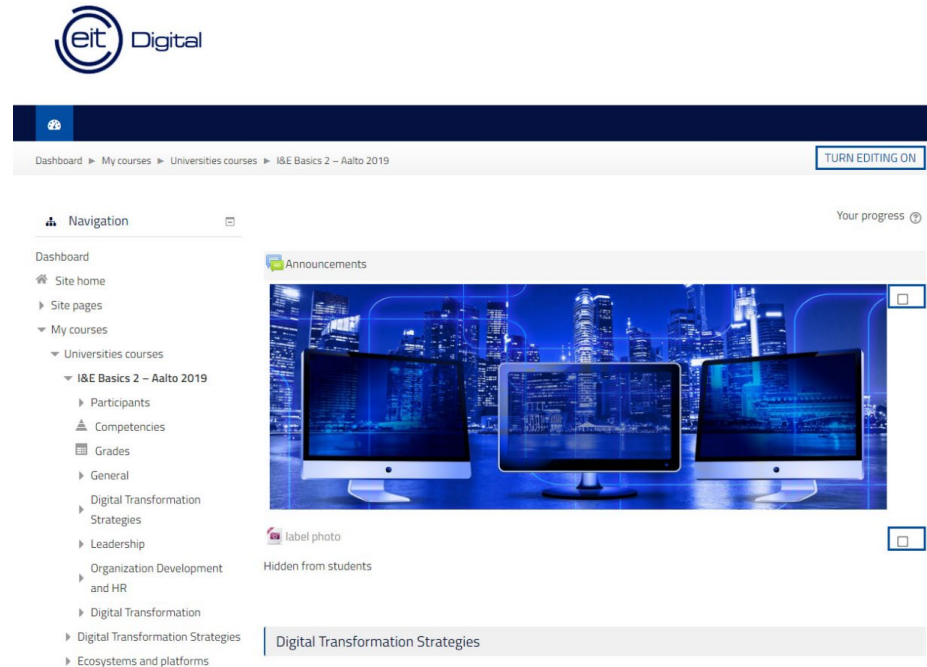


- **Non-EIT students (new to the platform):**

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.



**Enjoy your learning!**  
**EIT Digital & Aalto University**