



Aalto Ventures Program



TU-E4310 - Digital Business Management

3rd Session Nov 9th, 2023
O-P Mutanen, Jussi Mononen



EIT Digital
Master School

Agenda Today, Nov 9th

Management of Technological Innovations – Theory and practice:

- 1. Practical Innovation Management - Different ways of fostering and Organizing Innovation:** Mr. Jussi Mononen, Qaava;
- 2. Hiring and Managing in early phase business organizations:** Mr. Jussi Mononen, Qaava;
- 3. Wrap-up: Q&A**

COURSE PRACTICALITIES 😊

Getting Organized with the Groups

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 already be in a group. IF you are not, please contact the teacher immediately: olli-pekka.Mutanen@aalto.fi

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:

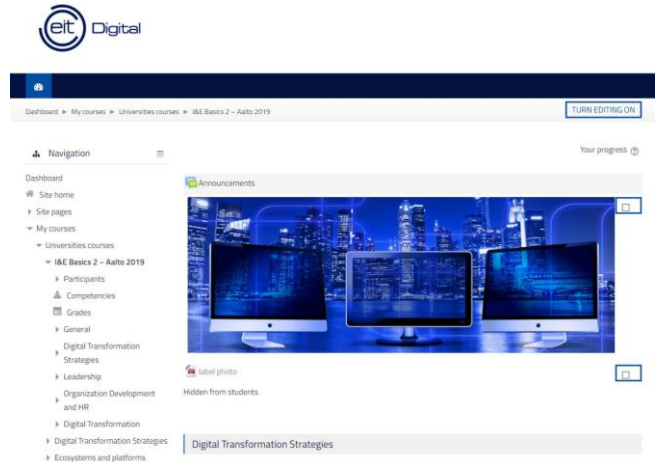
1. **Introduction to Digital Transformation;**
(NOTE: For the students that this is a new one);
2. **Digital Transformation Strategies;**
3. **Organizational Development and HR;**
4. **Platform economy fundamentals;**
5. **Leadership;**

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 9TH