



Aalto University

IDBM International
Design
Business
Management

Industry Project

IDBM Industry Project in nutshell

Development of **new business value** through uniting the best practices of industry and academia **in design, technology and business**

Focus on customer, market and user need identification, design-driven innovation, development of new business, product and service models, concepts and identities

Co-supervised by academic supervisor from Aalto and company representative, supported by specialized courses and seminars

IDBM Industry Project categories

5 types/ categories of projects:

- Multinational Enterprises (MNEs)
- Large and small Finnish international / global firms
- Organizations
- Entrepreneurship & StartUp world
- Public sector

Aim is to provide a wide overview of business cases and enable lateral learning across the teams.

IDBM Industry Project

The project consists of three course codes
26E04800 (Part I) and TU-E5010 + MUO-E9002 (Part II)

Workload for the project is 15 ECTS (~405 hrs)

Time scale November 24th 2016- End of May 2017

Course deliverables overview

1. Project plan visualized (Dec 2016)
2. Individual reflection paper I, II and III: I Learning objectives and input in the project (Dec 2016), II Reflections on learning and how to move forward (Feb 2017) and III Reflections on learning during the whole project course (May 2017)
3. Presentations/World Cafés (9.12.2016, 22.2.2017 and 17.5.2017)
4. Background Research paper: partner/client ecosystem, relevant academic and professional literature (January 2017)
5. Minutes of the meetings: every meeting with the client needs to be documented and shared (document platform, after every meeting)
6. Project documents (according to accepted project plan), f.ex. Business Opportunities, Business Plan, Concept Proposals, Final Plan and Executive Summary (during Spring 2017, deadline May 2017)
7. Two page contribution to the year book about the project (April 2017)
8. Documents required by the client (May 2017)
9. Poster and teaser video for pop-up-show & live presentation (May 2017)

Course deliverables next

1./3 Project plan & Presentation

- Outlining the objective, scope, key milestones, deliverables and timeline for the project
- Uploaded to MyCourses
- **Deadline 9.12.2016** (MyCourses)

2. Individual reflection paper I: Learning objectives and input in the project (1 page)

- Expectations and personal learning outcomes
- **Deadline 9.12.2016**

Course deliverables next

4. Background Research paper (~5000 words)

- Field of the project (~3000 words)
 - Understanding the operational context
 - Background
 - Partner/client ecosystem
 - Relevant academic and professional literature
- Key issues and challenges (~1000 words)
- Next steps (~1000 words)
- **Deadline 27.1.2017**

Project evaluation 1 (5 ECTS)

5 ECTS for the IDBM Industry Project will be given (code 26E04800):

- **Project plan (50 %)**
- **Reflection paper I (pass/ fail)**
- **Research paper (50 %)**

Project evaluation 2 (10 ECTS)

Partner feedback 50%

1. **Value** for the partner (overall satisfaction and benefit for the partner, how well does the end result support the intended purpose)

2. Deliverables

- Project Plan
- Research Paper
- Meeting Minutes
- Report, visualizations and other deliverables

3. **Communication** and information sharing with the company

Academic Outcome and Deliverables 50% (graded by the project supervisor)

1. Process

- Communication and stakeholder management
- Learning and development

2. **Deliverables** and presentations

3. **Individual reflections II and III**

4. **Team participation**, peer evaluation (+/- 1 of the final grade)

Upcoming project days

2016

- **Day 1: Project Team Building** 24.11.2016 9-16 Aalto BIZ AE 341 (Arkadia)
- **Day 2: Bootcamp Kick-off Day** Tue 29.11.2016 13-17 Aalto Design Factory Stage, Otaniemi
- **Day 3: Bootcamp Day II** 30.11.2016 time: 9-17 Aalto BIZ AE 341 (Arkadia)
- **Day 4: Bootcamp Day III** 1.12.2016 time: 9-17 Aalto BIZ AE 341 (Arkadia)
- Partner Meetings 2.12.-8.12.2016 with supervisor (team organizes)
- **Day 5: Interim presentations I** 9.12.2016 time: 9-13 Aalto Design Factory Stage, Otaniemi

Upcoming project days

2017

- **Seminar I** 11.1.2017 9-13 Aalto BIZ AE 341
 - *Coming back from holidays: where are we now? and what next?*
 - *Communication and interaction, effective meetings*
- **Seminar II** 18.1.2017 9-13 Aalto BIZ AE 341
 - *Design methods, Service Design*
 - *Team dynamics, constructive feedback*
- **Seminar III** 1.2.2017 9-13 Aalto BIZ AE 341
 - *Tools for ideation, how to crystallize your ideas*
- **Seminar IV** 15.3.2017 – to be confirmed
- **Seminar V** 12.4.2017 9-13 Aalto Design Factory Stage, Otaniemi - *Pitching/presenting*

Presentations & meetings Spring 2017

- **Interim presentations II** 22.2.2017 9-13 Aalto Design Factory Stage, Otaniemi
- **Project clinic** 12.-13.4.2017 (supervisors, Markku, Anna-Mari) Aalto BIZ
 - *come with your worries, book your time!*
- **Final presentations INSPIRE!** 17.5.2017 – to be confirmed
- **Optional Reflection Day** 24.5.2017 – to be confirmed

Course website

All course related materials and information will be uploaded to MyCourses under code 26E04800

[https:// mycourses.aalto.fi/course/view.php?id=15342](https://mycourses.aalto.fi/course/view.php?id=15342)

Students will also deliver assignments through MyCourses platform

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