



## Capstone: DigitalISM Challenge

57E00700, 6 ECTS

# SYLLABUS

16.11.2018 (v. 6)

| Responsible teacher:  | Other faculty / academic coaches:  |
|---|--|
| Senior University Lecturer Johanna Bragge<br><a href="mailto:johanna.bragge@aalto.fi">johanna.bragge@aalto.fi</a><br><a href="https://people.aalto.fi/johanna_bragge">https://people.aalto.fi/johanna_bragge</a>  | Professor of Practice Esko Penttinen<br>Email: <a href="mailto:esko.penttinen@aalto.fi">esko.penttinen@aalto.fi</a><br><a href="https://people.aalto.fi/esko_penttinen">https://people.aalto.fi/esko_penttinen</a>                               |
| <b>Course information:</b><br>Timing: Fall 2018 (Period II)<br>Language of instruction: <b>English</b><br>Location: see schedule below<br>Course website:<br><a href="https://mycourses.aalto.fi/course/view.php?id=20079">https://mycourses.aalto.fi/course/view.php?id=20079</a><br>Level: MSc studies, Aalto cross-school course | Professor of Practice Katariina Kemppainen<br>Email: <a href="mailto:katariina.kemppainen@aalto.fi">katariina.kemppainen@aalto.fi</a><br><a href="https://people.aalto.fi/katariina_kemppainen">https://people.aalto.fi/katariina_kemppainen</a> |
|   | Doctoral candidate Sanna Tiilikainen<br>Email: <a href="mailto:sanna.tiilikainen@aalto.fi">sanna.tiilikainen@aalto.fi</a><br>+ Four visiting coaches from Aalto SCI:<br>T. Aledavood, K. Mahlamäki, M. Nelimarkka, S. Rao                        |

### 1. OVERVIEW

This course is organized in collaboration with Accenture and selected organizations (typically from the public sector), and it is open to all Aalto Master's students. Also Bachelor's students can take the course given that they have sufficient background knowledge.

All Aalto students can include the course in their studies as part of their elective courses. Business school students can include it either as an elective course or use the course to replace their MSc capstone course if they study in one of the following programs: Management & IB, Accounting, Marketing, Entrepreneurship, Finance, Business Law, ISM or Corporate Communications. In other words, the course can be used to replace one of the following courses:

- 21E99904 Capstone: Business Development Project (Management and International Business)
- 22E99904 Capstone: Accounting
- 23E99906 Capstone course: Marketing

- 25E99904 Capstone: Business Development Project (Entrepreneurship)
- 28E33000 Capstone: Mergers and acquisitions
- 32E99904 Capstone: Business Development Project (Business Law)
- 57E00500 Capstone: Business Intelligence
- 75E99904 Capstone: Business Development Project (Corporate communication)

You can sign up to the course via WebOodi – the registration link is also at the event website:  
<https://www.digi-challenge.fi/>

The course is about solving a real problem in an organization. The work will be done in teams of 4-6 students, and it is not possible to complete the course as a distance learning project. Different teams will have different challenge problems to solve. See news about the client organizations:

<https://www.aalto.fi/news/the-pschallenge18-course-develops-public-services-at-the-forefront-of-the-digital>

## 2. PREREQUISITES

The course is intended for Master’s level students who have already completed a large part of their Master’s studies. However, Bachelor’s level students are also welcome to participate if they have sufficient background knowledge.

## 3. LEARNING OUTCOMES

After the completion of this course, students can

1. **Apply** the knowledge and skills they have accumulated during their studies in solving real-life problems
2. **Present** and promote their ideas and solutions in compelling ways
3. **Write** reports to senior decision-makers
4. **Prepare** a change management plan for an organization
5. **Cooperate** in cross-functional initiatives

## 4. ASSESSMENT AND GRADING

Each student is graded on the 0-5 scale. Attendance in key events is mandatory, including kick-off, two intensive event days and the final presentations. Maximum *three absences are allowed* from lectures, coaching sessions, and feedback clinics. **However, in case of a valid reason the student can be absent also from a mandatory event, if that is agreed together with the other student team members.**

The grade is determined based on the team’s pre-assignment report, project presentation and final report. In addition to the instructors, external judges will give feedback. Also, individual peer-to-peer assessments will be used to ensure that each student’s contribution to the final deliverable is visible.

### Evaluation criteria

|   |      |
|---|------|
| Pre-assignment report                       | 20 % |
| Final presentation                          | 30 % |
| Final report 50%, consists of two elements: |      |
| Final report                                | 40 % |
| Individual peer evaluation reports          | 10 % |

## 5. SCHEDULE

| Date 2018            | Time  | Location  | Topic  |
|----------------------|-------|---|--|
| Mon 29.10.           | 13-16 | Chydenia H-324<br>Saastamoinen<br>Foundation Hall | Lecture 1:<br><b>Project introduction &amp; Design thinking</b><br>Johanna Bragge from Aalto University and<br>Stéphanie Del Rey, Design Director at Fjord   |
| Tue 30.10.           | 15-19 | <b>Dipoli</b>                                     | <b>Kick-off</b>  |
| Mon 5.11.            | 13-16 | Chydenia H-324<br>Saastamoinen<br>Foundation Hall | Lecture 2:<br><b>Presentation techniques and pitching</b><br>Christa Uusi-Rauva, Presentation Skills Specialist at<br>Aalto University   |
| Tue 6.11.            | 13-16 | Chydenia H-324<br>Saastamoinen<br>Foundation Hall | Lecture 3:<br><b>13.15: Best practices in project management<br/>and teamwork tools,</b><br>Laura Sivula, Program director at ITP, Aalto Univ.<br><b>14.00: Introduction to AI and Machine Learning</b><br>Jarkko Ylipaavalniemi, Manager, Liquid Studio AI<br>Lead at Accenture |
| <i>2.11. / 7.11.</i> |       |   | <i>Excursion to Itäkatu Family Centre 2.11. 9-11<br/>Excursion to Nordea &amp; Vero 7.11. 14-17</i>  |
| Tue 13.11.           | 9-19  | <b>Dipoli</b>                                     | <b>Intensive Event / Hackathon Day 1</b>   |
| Wed 14.11.           | 9-19  | <b>Dipoli</b>                                     | <b>Intensive Event / Hackathon Day 2</b>   |
| Mon 26.11.           | 13-16 | C-331 and A-309                                   | Feedback clinics   |
| Wed 28.11.           | 13-18 | <b>Dipoli</b>                                     | <b>Final presentations and Final</b>   |
| Thu 13.12.           | 16-19 |   | <i>Reservation for a governmental event – TBA later</i>  |

Room H-324 is in the Chydenia-building (Runeberginkatu 22-24), rooms A301-A309 and C-331 are in the main building in Töölö (Runeberginkatu 14-16). Dipoli is located in Otaniemi, Otakaari 24.

## 6. DEADLINES FOR DELIVERABLES (submitted to MyCourses / Assignments)

|  |   |
|--|---|
| Pre-assignment report **                     | 12.11. at 13 o'clock                                  |
| Intensive Event Day 1 and Day 2 materials ** | 14.11. at 10 o'clock and 15.11. at 10 o'clock         |
| Feedback clinic presentation file **         | 26.11. at 12 o'clock (the clinic itself is voluntary) |
| Final presentation file **                   | 27.11. at 10 o'clock                                  |
| Final report **                              | 14.12. at 10 o'clock                                  |
| Peer-evaluation report *                     | 14.12. at 17 o'clock                                  |

\*\* Team deliverables \* Individual deliverable

## 7. COURSE WORKLOAD

|  |             |
|--|-------------|
| Pre-assignment   | 12h         |
| Pre-event meetings and lectures                          | 13h         |
| Intensive event days                                     | 20h         |
| Deployment and related planning in the case organization | 60h         |
| Documentation and presentations                          | 55h         |
| Total  | 160h (6 op) |

## 8. ETHICAL RULES

Aalto University Code of Academic Integrity and Handling Violations Thereof

<https://into.aalto.fi/display/ensaannot/Aalto+University+Code+of+Academic+Integrity+and+Handling+Violations+Thereof>

## 9. OTHER ISSUES

- Registration to course: WebOodi (1.10.-22.10.2018), marketing site <https://www.digi-challenge.fi/>
- Course Policies: Attendance in key events is mandatory, including kick-off, two intensive event days and final presentation. Maximum three absences are allowed from lectures, coaching sessions, and feedback clinics. However, in case of a valid reason the student can be absent also from a mandatory event, if that is agreed together with the other student team members.