

INFORMATION TECHNOLOGY PROGRAM

itp
2023

Do you want to spend
a meaningful summer
in a *multidisciplinary
program* and prepare
yourself for a digital
future? —————

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Aalto University
School of Business



The **Aalto University Information Technology Program (ITP)** brings together students from diverse backgrounds while teaching a combination of business, design, and technology. Additionally, students get to solve real digital business challenges which real companies are facing.

During the program, you will have the chance to join **one of three specialization tracks** to deepen your understanding of information technologies, service design, and working with digital platforms. Each track includes three courses (18 ECTS)

and the chance to work for an ITP partner company on their business project (6 ECTS).

The **3 month long business project** is the core of the ITP program. Together, with a project team, you will gain professional experience building a real solution to a real digitalization problem that your ITP partner company is facing. You will also have the opportunity to present your solution to key decision makers. To help you along, the courses are tailor-made to support the business projects.



Grow and Innovate — this Summer

ITP 2023

29 May – 1 September

Digital & Intelligent Ecosystems

The DIE track provides students with an understanding of digital platform business models and provides the methods and tools for utilizing marketing analytics and managing digital marketing strategies.

Courses included:

Platform Economy

(ISM-C4003), 6 ECTS

Digital Marketing

(ISM-C4002), 6 ECTS

Analytics and Automation

(ISM-C4004), 6 ECTS

Strategy & Experience Design

The SED track gives students an understanding of design processes and strategic decisions related to digital media. During the summer, students learn the necessary methods for producing and designing digital media products, services and concepts.

Courses included:

Design Strategy

(ISM-C4007), 6 ECTS

User Experience Design

(47C58400), 6 ECTS

Service Creation

(ISM-C4008), 6 ECTS

Information & Service Business

The ISB track provides students with a clear understanding of ICT consulting and business models, new digital business opportunities and service innovations, as well as the information ecosystem.

Courses included:

Digital Service Innovations

(ISM-C4006), 6 ECTS

Strategic IT Management

(ISM-C4005), 6 ECTS

Data-Driven Decision Making

(47C58600), 6 ECTS

Contact Us

if you have any questions.

PM

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Why ITP ?

- × Complete your minor studies (24 ECTS) during the summer
- × Expand your professional network
- × Gain real professional experience
- × Improve your unique personal skillset

Key facts

- × Full-time studies for 3 months throughout the summer
- × Courses are organized in sprints of three weeks, attendance is mandatory
- × A multidisciplinary team of 3-5 students works on a 3 month business challenge

**Complete your *minor studies*
and work with *a real-life*
partner over the summer!**

Application open: 9 January - 7 April 2023

