

INFORMATION TECHNOLOGY PROGRAM

ITP
2022

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

A!

Aalto University
School of Business



Summer Minor Program / 24 ECTS / itp.aalto.fi

Aalto University Information Technology Program (ITP) that brings together students from diverse backgrounds to solve digital business problems. ITP combines business, design, and technology, and improves students future work-life skills.

During the program, you join **one of the three specialization tracks** to deepen your understanding of information technologies, service design and digital

platforms. Each track includes three courses and a business project.

The **3-month long business project** is the core of the program. During the project, you and your team get to create solutions to a digitalisation-related business problem and showcase what you have learned. The projects are supported by ITP faculty.

Grow and Innovate — this Summer



Pick a specialization track and apply at itp.aalto.fi

ITP 2022

30 May - 2 September

Digital & Intelligent Ecosystems

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

Courses included:

Platform Economy
Digital Marketing
Analytics and Automation

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
User Experience Design
Service Creation

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
Strategic IT Management
Data-Driven Decision Making

Application Opens: 10 January - 01 April 2022

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

Why ITP ?

- × Complete your minor studies (24 ECTS/ 30 ECTS) during the summer
- × Expand your professional network
- × Gain valuable project 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
- × Multidisciplinary project teams of 3-5 students

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itp.aalto.fi

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