ITP 2025: 30 years of Maximum R&D!

Information Technology Program (ITP) is a summer minor program (24 ECTS) that brings students together from diverse backgrounds and all around the world to solve digital business problems. ITP enables students to combine business, design, and technological perspectives, making it an ever-changing and valuable education module. ITP prepares students for a future of data-driven and evidence-based decision making in the digital economy.

It runs during 13 weeks, June 2nd till August 29th 2025, starting with a kick-off week, followed by 3 periods of 4 weeks, in which 3 weeks are for classes (4 days a week, 3 hours per day), and 1 week (and the other hours during the class week) for project work and workshops on various topics.

We welcome all students, Master or aspiring Bachelor, for a summer of learning and activities, on the Aalto Campus in Otaniemi, Espoo, Finland.

Sign up runs till April 11th via:

https://www.aalto.fi/en/school-of-business/information-technology-program-itp

What's there for you as a student?

- Complete 24 ECTS and a minor in 3 months
- Gain valuable project work experience in international multi-disciplinary teams
- Collaborate with an actual company and work with real-life digital challenges
- Expand your professional network
- Improve your unique skill-set and gain the confidence to lead in tomorrow's digital world
- Master approaches that enable you to operate effectively in the global business environment

And experience a fun learning summer in Finland!

**AALTO University
School of Business**

ISB

The Information & Service Business (ISB) specialization track is designed to provide students with a clear understanding of IT consulting and business models, new digital business opportunities and the information ecosystem. The courses and business projects students are working on during the summer are focusing on the current IT trends, big data, IoT, data-driven decision making, mobile business, disrupting technologies and usability.

Digital Service Innovations (ISM-C4006), 6 ECTS

This course explores issues in managing the business of software and services. The key issues faced by SME's and start-ups over the lifecycle of a software venture from an idea to a product and further to maintaining the product and business. One focus area is the coordination of software and business development. The course provides students with skills to manage the business side of a software business. The course is highly interactive, consisting of lectures, visitor cases and assignments.

Strategic IT Management (ISM-C4005), 6 ECTS

This course explores the implementation of business models, strategies and tactics made possible by modern information technology. Ubiquitous, inexpensive network connectivity, improved development technologies, better-packaged software and outsourcing have dramatically expanded the range of strategic options for managers. This course provides students with frameworks and tools to develop, implement and manage business models effectively and efficiently in a rapidly evolving environment.

Data-Driven Decision Making (47C58600), 6 ECTS

Business analytics is in the intersection of business and technology. Companies gather a large amount of data to aid business governance. Information is being captured everywhere we look and used to make business decisions from product development and advertising to hiring. Data and algorithms have a tendency to outperform human intuition in a wide variety of circumstances. On this course you will learn how to identify different data resources, differentiate between numbers and numbers that matter, basics of data visualization and how to persuade with data.

SED

Strategy & Experience Design (SED) specialization track is designed to provide students with an understanding of basic methods for producing and designing digital media products and services, concept and design processes, and strategic decisions related to digital media. The courses and business projects conducted during the summer are focusing on strategic design processes, user experience design and visual prototyping in digital services.

Design Strategy (ISM-C4007), 6 ECTS

This course will prep you with competencies to master the basics of design in product/service/ business development and will get you started on how to transmit a design-driven approach in teams and organizations. To immerse into the chances and challenges of design, the course combines theory with applied assignments and practitioner talks.

User Experience Design (47C58400), 6 ECTS

The User Experience is how people feel when they interact with your service or product. In this hands-on course you will get an overview on how to take the necessary steps to turn the product ideas into concrete and relevant user centered outcomes.

The course covers the basics of UX in the digital product development process from evaluation and user discovery to user interface and visual design principles. Using Figma software, you take learning into practice by building and presenting prototypes and other design deliverables.

Service Creation (ISM-C4008), 6 ECTS

Service Creation course is an invitation to hands-on experimentation with the process of Service Design – with a twist towards experimental, concrete, collaborative, and visual ways of working. During the course you will be provided with the theoretical, practical and technical tools, methods, and skills to develop services. Make your work a study of meaning, value, and problem-solving as well as an exercise in visualizing what you see, learn, and want to communicate!

For every student:

Business Project (47C48000), 6 ECTS

The objective of the Business Project is to apply the theory learned during the conceptual courses in practice. The projects completed during the summer will be based on the real-life needs of collaborating companies. The project weeks are dedicated to the project and events related to it. The participants will also be working on the project during the courses, especially on the lecture-free project days. The course will consist of workshops, group work, lectures and other events.