



South-Eastern Finland
University of Applied Sciences

From 15th July to 2nd August 2019

5 ECTS

in Xamk Kouvola Campus

Robotic Process Automation (RPA) & Growth Hacking

Dr Greg Ruthenbeck, Finland (Australia)

Description

This course is an applied introduction to Robotic Process Automation (RPA). No prior programming or technical knowledge is assumed. Learn how to amplify your ability to collect business intelligence and improve the efficiency of existing work-flows through automation. We will explore the current landscape and emerging trends and opportunities for RPA to support growth and maintain competitive advantage.

Robotic Process Automation (RPA) is the application of technology that allows configuring computer software or a “robot” to capture and interpret existing applications for processing a transaction, manipulating data, triggering responses and communicating with other digital systems.

Course Objectives

- Develop a broad understanding of RPAs and their applications
- Learn fundamental principles of using RPAs through practical examples
- Build a broad appreciation for the context of RPAs
- Increase awareness of current & emerging trends
- Learn and apply a Growth Hacking methodology to rapid experimentation and business development

Assessment

Will be announced at the beginning of the course.

Content

1. Overview

- What is RPA?
- Common use cases
- Limitations and risks

2. Applications

Explore and experiment with working examples of how RPA can support the collection of business intelligence, and improve the efficiency of existing work-flows.

3. Growth Hacking and RPA in Entrepreneurship

Expand your reach and automate your networks.

4. Predictions and Future Trends

Detailed comparison of existing tools and ecosystems. A developers perspective of RPA, ML, and AI, and the changing shape of business.

A brief cv of the lecturer

Dr Greg Ruthenbeck

Dr Greg Ruthenbeck is an experienced academic who has developed leading medical simulations for clinical training. Having recently moved from Adelaide, Australia to Finland, he is passionate about personal empowerment through entrepreneurship and agile business processes for accelerating growth. His experience includes founding Australia's largest online store for pre-drones RC helicopters, and co-founding a Helsinki-based VR surgical simulation startup. Detailed examples and further information can be found online at <https://ruthenbeck.io>.