



Entrepreneurship, Business and Career (EBC)

interdepartmental module



3 CFU

Competenze
Trasversali
UNICAS

Some numbers

24 hours
lectures

7 lectures

7
professors

1 final test

3 CFU

1 open
badge

Timetable

Subject	Hours	Day	Room	Time	Professor
Team working	4	April 15	0.01	3-7 pm	Cristina Cortis
Business planning	3	April 16	0.01	4-7 pm	Benedetta Cuozzo
Marketing plan	3	April 22	0.01	4-7 pm	Roberto Bruni
Data analysis	3	April 23	0.01	4-7 pm	Mario R. Guarracino
Project management	4	April 29	0.01	3-7 pm	Alessandro Silvestri
Contracts	3	April 30	0.01	4-7 pm	Sara Zuccarino
Principles of professional communication	4	May 6	0.01	3-7 pm	Saverio Tomaiuolo
<i>FINAL TEST</i>	<i>½ h</i>	May 6	0.01	<i>6,45-7,15 pm</i>	<i>Roberto Bruni</i>

Main Info

- To participate in this course, students must complete a questionnaire
- <https://forms.gle/R6ub25dFCi81RyYE8>
- Suppose the number of enrolled participants is greater than 40. In that case, a selection will be made based on the order in which the questionnaire was submitted and the quality of the content included.
- *Classroom Link:* <https://classroom.google.com/c/NTk2MjMyMDgzMDcx>
- *Classroom code:* **oa7n7ws**

Open Badge

- a type of **digital badge** that is verifiable, portable, and packed with information about skills and achievements.
- UNICAS open badge for Entrepreneurship Business and Career
- Every student can get the open badge **attending the course for at least 70% (at least 5 out of 7 lessons) and passing the test**



Program in 7 lectures

- The business plan model analysis to catch, at first reading, strengths and limitations;
- Alternative use of a marketing plan: the plan used like a tool to set up a validation process for an idea or project.
- A lecture about limits and strengths of a project increasing the level of perception in analysing each project phase
- A lecture about strengths and limitations of automatic data analysis systems; an in-depth look at the role of human input in the selection, collection and analysis of the necessary data.
- Analysis of the team working techniques and focus on the main and diffuses issues.
- Analysis of the basic elements of some contractual models, including a focus on the main labour contracts
- A set of hints and tips to improve professional communication in English in business contexts to avoid mistakes and communicate professionally.



Team working

- Knowing and overcoming the main weaknesses in team working, even optimizing the strenghtness. Students will understand how to avoid the main mistakes in team working
- 4 hours lecture
- **Prof.ssa Cristina Cortis**
- **c.cortis@unicas.it**



Business planning

- Students will learn how to read an existent business plan understanding, which are the main key points that are able to highlight business plan strengths and weaknesses
- 3 hours lecture
- **Prof. Benedetta Cuozzo**
- **b.cuozzo@unicas.it**



Marketing plan

- Marketing plan framework could be useful to focus ideas and projects. Using the marketing thinking approach, students will learn how it is possible to understand the validity of ideas and projects
- 3 hours lecture
- **Prof. Roberto Bruni**
- **r.bruni@unicas.it**



Data analysis

- Approaching to data analysis understanding pros and cons about business intelligence, machine learning and artificial intelligence. Students will focus on the role of people and 'natural intelligence' in decision making in advanced data analysis contexts.
- 3 hours lecture
- **Prof. Mario R. Guarracino**
- **mario.guarracino@unicas.it**



Project management

- A module to understand how it is possible to use project management approaches to put in practice ideas. Students will focus on some tips and tricks about the application of project management approach to the everyday business and career life.
- 4 hours lecture
- **Prof. Alessandro Silvestri**
- **a.silvestri@unicas.it**



Contracts

- Analysing and evaluating the basic elements of some contractual models, including the main employment contracts generally used to regulate first work experience in Italy
- 3 hours lecture
- **Prof.ssa Sara Zuccarino**
- **sara.zuccarino@unicas.it**



Principles of professional communication

- Writing business emails and internal drafts using a correct English
- 4 hours lecture
- **Prof. Saverio Tomaiuolo**
- **s.tomaiuolo@unicas.it**

