



BIP Erasmus+ *UNICAL 2024* – Sept. 29/Oct.5

DESI

Digitization and its Economic and Social Impacts

What

The business model and the business plan will need to be developed with a focus on Digitization and its Economic and Social Impacts, as well as on Business and Marketing Communication. Additionally, the Startup should operate in various countries, with the aim of promoting intercultural exchange and gaining an understanding of international and multicultural environments

How

Each group will be composed of 4/5 students from different countries

The University activities will consist in theoretical lessons and practical tasks

Activities will take place over 5 mornings, from Monday to Friday

Each group will have to develop the Business Model and Business Plan of a Startup that aims to emerge in one of the following sectors: sustainable tourism, green economy, digital, creative, and cultural industry



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When

Monday

Business Model and Business Plan: Theory and Practical Applications

Tuesday → Thursday

Development of Business Model and Business Plan

Friday

Group presentation of their Business Models and Business Plans

and then....





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Tropea...

what else?



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