

Summary

Sommario

**MACRO AREA - Economy and Entrepreneurship .....2**

Module 1: Introduction to Economics and Entrepreneurship ..... 2

Module 2: From Idea to Enterprise ..... 2

Module 3: Business Plan..... 2

Module 4: Business Model Canvas ..... 2

Module 5: Finance and Economic Management ..... 2

Module 6: Growth Strategies and Scalability..... 2

Module 7: Legal and Regulatory Aspects..... 2

Module 8: Leadership and Team Management..... 2

Module 9: Sustainability and Social Responsibility ..... 2

Module 10: Conclusions and Future Perspectives ..... 3

**MACRO AREA - New Technologies .....3**

Module 1: Introduction to Technological Studies..... 3

Module 2: New IT Solutions..... 3

Module 3: Augmented Reality (AR) ..... 3

Module 4: Virtual Reality (VR) ..... 3

Module 5: Machine Learning (ML) ..... 3

Module 6: Blockchain ..... 3

Module 7: Generative Artificial Intelligence ..... 3

Module 8: Ethics and Responsibility in the Technological World ..... 4

Module 9: The Innovative Encounter between New Technologies and Performing Arts ..... 4

**MACRO AREA - New Methodologies .....4**

Module 1: Introduction to New Methodologies ..... 4

Module 2: Gamification..... 4

Module 3: Storytelling Techniques ..... 4

Module 4: Design Thinking ..... 4

Module 5: Learning by Doing Module ..... 4

Module 6: Flipped Classroom ..... 4

Module 7: Agile methodologies..... 4

Module 8: Innovative Approaches to Teaching ..... 5

Module 9: Reflections and Discussions..... 5

## MACRO AREA - Economy and Entrepreneurship

### Module 1: Introduction to Economics and Entrepreneurship

1. Introduction to Economics and Entrepreneurship: General Overview
2. History of Entrepreneurship: From Origins to the Present Day
3. The Role of the Entrepreneur in the Modern World
4. Characteristics and Skills of the Successful Entrepreneur

### Module 2: From Idea to Enterprise

5. Business Idea Generation: Brainstorming and Evaluation
6. Validation of the Business Idea: Methods and Tools
7. From Idea to Project: First Development Phases
8. SWOT Analysis: Identifying Strengths and Weaknesses

### Module 3: Business Plan

9. Introduction to the Business Plan: Structure and Components
10. Market Analysis: Research and Segmentation
11. Competitor Analysis: Techniques and Tools
12. Marketing Strategies and Positioning in the Business Plan

### Module 4: Business Model Canvas

13. Introduction to the Business Model Canvas: General Overview
14. Customer Segments and Value Proposition
15. Distribution Channels and Customer Relations
16. Key Resources and Key Activities in the Business Model Canvas

### Module 5: Finance and Economic Management

17. Fundamentals of Finance for Entrepreneurs
18. Financial Forecasting and Budgeting
19. Working Capital Management and Cost Analysis
20. Company Evaluation: Methods and Approaches

### Module 6: Growth Strategies and Scalability

21. Growth Strategies: Vertical vs. Horizontal
22. Scalability of Business: Techniques and Approaches
23. Innovation and New Product Development
24. Internationalisation of Business: Opportunities and Challenges

### Module 7: Legal and Regulatory Aspects

25. Legal Forms of Enterprise: General Overview
26. Legal Aspects of Business Creation
27. Intellectual Property and Patents: Protection of Ideas
28. Regulation and Compliance in the Business World

### Module 8: Leadership and Team Management

29. Effective Leadership: Styles and Techniques
30. Team Management: Recruitment and Development
31. Corporate Culture and Change Management
32. Effective Communication and Conflict Management

### Module 9: Sustainability and Social Responsibility

33. Sustainable Entrepreneurship: Introduction
34. Corporate Social Responsibility (CSR): Approaches and Best Practices
35. Circular Economy: Opportunities for Business
36. Case Study: Companies that have integrated sustainability into their business model

## Module 10: Conclusions and Future Perspectives

37. Lessons Learnt and Best Practices
38. Future Trends in Entrepreneurship
39. Networking and Strategic Relationship Building
40. Conclusions and Next Steps: From Student to Entrepreneur

## MACRO AREA - New Technologies

### Module 1: Introduction to Technological Studies

1. Technology Studies Overview: An Evolving World
2. History of Technology: From Origins to the Present Day
3. The Impact of Technology on Society and the Economy
4. Careers in Technology: Opportunities and Challenges

### Module 2: New IT Solutions

5. Introduction to New IT Solutions
6. Cloud Computing: Fundamental Concepts and Applications
7. Big Data and Analytics: Tools and Techniques
8. Cybersecurity: Protecting Information in the Digital Age

### Module 3: Augmented Reality (AR)

9. Introduction to Augmented Reality: Concepts and Applications
10. AR Application Development: Tools and Platforms
11. AR in Industry and Education
12. Case Study: Success Stories in the Use of Augmented Reality

### Module 4: Virtual Reality (VR)

13. Introduction to Virtual Reality: Concepts and Applications
14. Developing VR Experiences: Tools and Techniques
15. VR in the Gaming and Entertainment Sector
16. Case Study: Success Stories in the Use of Virtual Reality

### Module 5: Machine Learning (ML)

17. Introduction to Machine Learning: Fundamental Concepts
18. Machine Learning Algorithms: Classification and Regression
19. Deep Learning and Neural Networks
20. Practical Applications of Machine Learning

### Module 6: Blockchain

21. Introduction to Blockchain: Concepts and Fundamentals
22. Cryptocurrencies and Smart Contracts
23. Blockchain applications outside of cryptocurrencies
24. Case Study: Success Stories in the Use of Blockchain

### Module 7: Generative Artificial Intelligence

25. Creating with Machines: Introduction to Generative Artificial Intelligence
26. From Learning to Generation: How Generative AI is Revolutionising Content Creation

## Online Course - Elegants

27. Creative Algorithms: Exploring the Potential of Generative AI
28. The Future of Creativity: Generative AI and the New Frontiers of Innovation

### Module 8: Ethics and Responsibility in the Technological World

29. Ethics of Technology: Current Issues and Debates
30. Privacy and Data Protection in the Digital World
31. Corporate Social Responsibility of Technological Enterprises
32. Discussion: The Future of Technology and its Implications

### Module 9: The Innovative Encounter between New Technologies and Performing Arts

33. Summary of the Path: A Journey between Technology and Art
34. Case Study 1: Virtual Reality as the Stage of the Future
35. Case Study 2: Harmony between Artificial Intelligence and Music Creation
36. Concluding Reflections: Towards a New Horizon for the Performing Arts

## MACRO AREA - New Methodologies

### Module 1: Introduction to New Methodologies

1. Overview of New Methodologies
2. Traditional versus New Methodologies. A Comparative Analysis
3. The Importance of New Methodologies: Benefits and Impacts
4. Careers in the New Methodologies: Opportunities and Challenges

### Module 2: Gamification

5. Introduction to Gamification: Fundamental Concepts
6. Gamification Elements
7. Applications of Gamification
8. Practical Cases

### Module 3: Storytelling Techniques

9. Introduction to Storytelling
10. Today's Stories
11. Corporate Storytelling
12. Examples of Corporate Storytelling

### Module 4: Design Thinking

13. Introduction to Design Thinking and Innovation
14. Design Thinking
15. Applications of Design Thinking
16. Case Studies

### Module 5: Learning by Doing Module

17. Introduction to Learning by Doing: Experiential Learning
18. Learning by Doing Techniques: Practical Projects
19. Learning by Doing Benefits: Engagement and Retention
20. A Successful Example of Learning by Doing

### Module 6: Flipped Classroom

21. Introduction to the Flipped Classroom
22. Implementing the Flipped Classroom
23. Advantages and Challenges of the Flipped Classroom
24. Case Study: Flipped Classroom in Action

### Module 7: Agile methodologies

## Online Course - Elegants

25. Introduction to Agile Methodologies
26. Agile Principles and Practices
27. Comparison and application models
28. Agile in a Non-Technological project

### Module 8: Innovative Approaches to Teaching

29. Definitions, meanings and classification of Leadership
30. Nature of Leadership
31. From leadership to change management
32. Change management and Business Process Reengineering

### Module 9: Reflections and Discussions

33. Considerations on the future of new methodologies
34. New skills for career paths in the cultural and creative industries
35. Career paths. Case studies, examples and suggestion