Experience Learning @DSEA

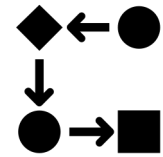# Business Digitalization Interactive learning project 2020-21

October, 22th 2020

Provide master students with **knowledge on digital transformation** of business processes

Develop skills on **business process mapping**

Learn how to use **digital tools for managing business** process

Enhance **creativity** and **goal orientation**

WHO
Students enrolled in **DSEA graduate program**
(I and II year)

WHEN
From **October 2020** to **May 2021**

HOW
Ad hoc extra-curriculum course (Corrado Pagliarini)
Digital solution (open source): Odoo
Business gaming (Odoo Scale-up)
Interactive seminars

- **Ad hoc extra-curriculum course** (teacher: Corrado Pagliarini)
- Students in teams will work on specific **business processes** (business gaming)
  - *Online communication (CRM/social/Web)*
  - *Buying and selling*
  - *Manufacturing (production/logistics)*
- **4 seminars** (CRM and business analytics, IoT, ERP/MES, CAD/3D printing)

- October 22th - Launch of the project and start team building process
- November 2nd / 9th - Team list definition and 1st assignment (online communication)
- November 9-16 – **Webinar on digital marketing**
- November 30th – **Webinar on IoT**
- January 18th – 1st assignment release and launch of the 2nd assignment

- March 8th - **Webinar on ERP/MES**
- March 15nd – 2nd assignment release and launch of the 3rd assignment
- March 22-29 - **Webinar on 3D printing**
- April 26th – 3rd assignment release
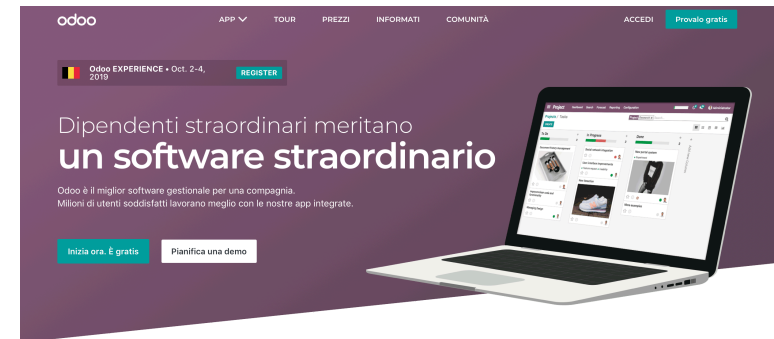- **May 10th – Final event**

- Each team is formed by 4 members (or 5 depending on the total number of students participating)
- **Deadline for team building: November 9th**
- Communication of the name of the team and list of members *via* Moodle
- Link to enroll: https://elearning.unipd.it/economia/course/view.php?id=1664

- Educational platform (open source sw)
- Business gaming
- Further activities within EI courses could be implemented

Università degli Studi di Padova

Odoo: the apps for your work

Una **app** per ogni tua esigenza

AUMENTA LE TUE VENDITE

CRM — Punto vendita — Vendite

INTEGRA I TUOI SERVIZI

Progetto — Schede di presenza — Assistenza clienti

SNELLISCI LE TUE OPERAZIONI

Inventario — MRP — Acquista

CREA MAGNIFICI SITI WEB

Costruttore di sito web — E-commerce

GESTISCI LE TUE FINANZE

Fatturazione — Contabilità

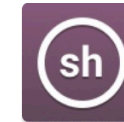**AMPLIFICA IL TUO MARKETING**

Marketing via e-mail — Automazione marketing

PERSONALIZZA & SVILUPPA

Studio — odoo.sh

...e molto altro ancora

- Team deliverable: ppt presentation + Odoo platform
- Team evaluation based on:
  - **Quality/Effectiveness** of the Odoo development
  - **Consistency with strategy/business requirements (business gaming)**
  - **Originality**
- **Certification of attendance and Award to the best proposals**