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**
Structure of the project

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