Summary

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
   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)

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: Mixed Reality (MR)

17. Introduction to Mixed Reality: Concepts and Applications
18. Developing MR Experiences: Tools and Platforms
19. MR in Training and Collaboration
20. Case Study: Success Stories in the Use of Mixed Reality

Module 6: Machine Learning (ML)

21. Introduction to Machine Learning: Fundamental Concepts
    Machine Learning Algorithms: Classification and Regression
    Deep Learning and Neural Networks
24. Practical Applications of Machine Learning

Module 7: Blockchain

25. Introduction to Blockchain: Concepts and Fundamentals
26. Cryptocurrencies and Smart Contracts
27. Blockchain applications outside of cryptocurrencies
28. Case Study: Success Stories in the Use of Blockchain

Module 8: Generative Artificial Intelligence

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

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

Module 9: Ethics and Responsibility in the Technological World

33. Ethics of Technology: Current Issues and Debates
    Privacy and Data Protection in the Digital World
35. Corporate Social Responsibility of Technological Enterprises
36. Discussion: The Future of Technology and its Implications

Module 10: The Innovative Encounter between New Technologies and Performing Arts

37. Summary of the Path: A Journey between Technology and Art
38. Case Study 1: Virtual Reality as the Stage of the Future
39. Case Study 2: Harmony between Artificial Intelligence and Music Creation
40. 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: Revolutionising Learning and Engagement
   History of Innovative Methodologies: From Traditional Techniques to Current Innovations
   The Importance of New Methodologies: Benefits and Impacts
   Careers in the New Methodologies: Opportunities and Challenges

Module 2: Gamification

5. Introduction to Gamification: Fundamental Concepts
6. Elements of Gamification: Points, Levels, and Badges
   Applications of Gamification: Education, Business and Beyond
8. Case Study: Successful Gamification in a Corporate Context

Module 3: Storytelling Techniques

9. Introduction to Storytelling: Art and Science
10. Elements of Storytelling: Characters, Plot and Setting
11. Storytelling in Marketing and Advertising: Creating Emotional Connections
    Case Study: Effective Storytelling in an Advertising Campaign

Module 4: Design Thinking

Introduction to Design Thinking: An Innovative Approach
14. Stages of Design Thinking: Empathy, Definition, Ideation, Prototyping and Testing
15. Applications of Design Thinking: Products, Services and Experiences
16. Case Study: Implementing Design Thinking in an Organisation

Module 5: Learning by Doing Module

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

Module 6: Flipped Classroom

21. Introduction to the Flipped Classroom: Revolutionizing Teaching
    Implementing the Flipped Classroom: Tools and Strategies
23. Advantages and Challenges of the Flipped Classroom
24. Case Study: Flipped Classroom in Action

Module 7: Agile methodologies

25. Introduction to Agile Methodologies: Agile in the Modern World
26. Agile Principles and Practices: Scrum, Kanban and Others
    Applications of Agile Methodologies: Beyond Software
28. Case Study: Agile in a Non-Technological Context

Module 8: Innovative Approaches to Teaching

29. Innovative Pedagogies: Methods and Techniques
30. Emerging Technologies in Education: AI, VR and AR
31. Personalisation of Learning: Individualised Pathways
32. Case Study: Innovation in Education

Module 9: Reflections and Discussions

33. Open Discussions: Sharing Experiences and Insights
34. Reflections on the Future of New Methodologies
35. Preparing for a Career in the New Methodologies
36. Case Study: Successful Career Paths

Module 10: Conclusions and Future Perspectives

37. Course Summary: Lessons Learned
38. Future Trends in New Methodologies
39. Networking and Future Collaborations
40. Conclusions and Next Steps: Preparing for an Innovative Future