

Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Rotary
Distretto 2080



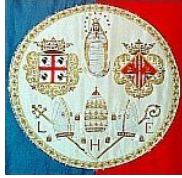
Rotary Club Cagliari Est



SERVIRE PER CAMBIARE VITE

Titolo del seminario Seminar Title	Digital technologies, Big Data and Business Analytics for corporate development
Settore Scientifico disciplinare di riferimento	Secs-P07
Presenters/Docenti	Prof. Dr. Wiemann, Volker, Bielefeld University of Applied Sciences Prof. Dr. Hans Brandt-Pook, Bielefeld University of Applied Sciences Dr. Frederik Bäumer, Bielefeld University of Applied Sciences Dott. Giulio Mancini, società Symphonie Prime Prof. Alessandro Spano, Università di Cagliari
Semestre nel quale viene impartito Semester	Secondo AA 2021/2022 Second AA 2021/2022
University Credits/Crediti assegnati	2
Giorni, Orari, Aula Days, Timetable, Classroom	<ul style="list-style-type: none"> ▪ Day 1 April 5th 2022: Seminar 1 and 2 (10:00 am-5:00 pm, 1 hour lunch break, total 6: hours) ▪ Day 2 April 6th 2022: Seminar 3 and group works (1 hour) (9:30 am-1:30 pm, total: 4 hours) ▪ Day 3 May 11th 2022: Group works presentations (10:00 am-12:00 pm, total: 2 hours) Online/Aula da stabilire Online/Classroom to be determined
Prerequisiti/ Prerequisites	Buona conoscenza della lingua inglese Good knowledge of English
Obiettivi formativi Learning Objectives	<p>Obiettivi di apprendimento: fornire agli studenti una panoramica delle tecnologie digitali e di come queste influenzano la vita e le opportunità delle aziende, concentrandosi su Big Data e Business Analytics.</p> <p>I seminari mirano a far capire a tutti i partecipanti la vera essenza e la filosofia che sta dietro ai Big Data e ai moderni sistemi di analytics e perché sono così importanti nel mondo del lavoro e nella vita quotidiana di tutti i cittadini.</p> <p>Attraverso la presentazione di diversi casi d'uso, i partecipanti apprezzeranno come specifiche tecnologie innovative (ad esempio algoritmi di Machine Learning) siano applicate con successo ad un diverso scenario reale, portando ad un notevole valore aggiunto allo sviluppo delle imprese e alla qualità della vita di tutti noi.</p> <p>Learning objectives: to provide students with an overview of digital technologies and how they impact companies' lives and opportunities, focusing on Big Data and Business Analytics.</p> <p>The seminars aim to make all participants understand the true essence and philosophy behind Big Data and modern analytics systems and why they are so important in the world of work and the daily life of all citizens.</p> <p>By presenting several use cases, the participants will appreciate how specific innovative technologies (e.g. Machine Learning algorithms) are successfully applied to a different real scenario, leading to a considerable added value to the development of the enterprises and the life quality of all of us.</p>
Contenuti/Content	Seminar 1: Title: "Enterprise Architecture Management and digital transformation" Seminar 2: Title: "AI & eCommerce" Seminar 3: Title: Origins and evolution of solutions in the world of Big Data & Analytics to support companies' development

Metodo d'insegnamento/ Teaching Methods/	Lezioni frontali e lavori di gruppo Lezioni tradizionali e lavori di gruppo Traditional lectures and group works
Verifiche dell'apprendimento / procedure di valutazione/ Verification of learning	Presentazione e valutazione dei lavori di gruppo; la valutazione sarà espressa con indicazione di esito positivo o negativo; Group works presentations and evaluations; the evaluation will be expressed as positive or negative.
Altre informazioni Additional Information	<p>Il seminario è organizzato in collaborazione con il Rotary Club Cagliari Est e ha ricevuto il patrocinio del Rotary International Distretto 2080.</p> <p>The seminar is organized in collaboration with the Rotary Club Cagliari Est and has received the patronage of Rotary International District 2080.</p> <p>Partecipazione limitata a 12 studenti dei corsi di laurea magistrale. L'ammissione è determinata dall'ordine cronologico di arrivo della domanda di iscrizione, da effettuarsi entro il giorno 20 marzo 2022 al seguente indirizzo: http://lime.unica.it/index.php/963143?lang=it Il seminario sarà interamente in lingua inglese.</p> <p>Enrolment is limited to 12 master program students. Admission is determined by the chronological order of arrival of the application, to be made no later than March 20th 2022 filling this online form: http://lime.unica.it/index.php/963143?lang=it</p> <p>The seminar will be held in English.</p> <p>Con l'invio della Domanda di iscrizione il richiedente, ai sensi del D. Lgs. 196/2003, esprime il consenso al trattamento dei dati personali secondo le finalità sopra richiamate. By submitting the application for registration, the applicant, pursuant to D. Lgs. 196/2003, expresses his consent to the processing of personal data in accordance with the above-mentioned purposes.</p>



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Seminar/Seminario: User Centric Digital Innovation

ALTRI DETTAGLI E PROGRAMMA OTHER DETAILS AND PROGRAM

- **Number of participants:**
*24 students will be selected to participate (12 from BUAS and 12 from UNICA).
When BUAS organizes the seminars in Bielefeld, UNICA students will attend the seminars online and vice-versa.
In case the pandemic will not allow face-to-face activities, all seminars will be held online.*
- **Structure of the cycle of seminars**
The initiative consists of three seminars of 3 hours each three hours of group work presentations, for a total of 12 hours; two seminars will be organized by BUAS and one by UNICA.
- **Schedule**
 - *Day 1 April 6th 2022: Seminar 1 and 2 (10:00 am-5:00 pm, 1 hour lunch break)*
 - *Day 2 April 13th 2022: Seminar 3 and group works (1 hour) (10:00 am-5:00 pm, 1 hour lunch break)*
 - *Day 3 May 11th 2022: Group works presentations (10:00 am-12:00 pm)*
- **BUAS**
 - *Seminar 1:*
 - *Title: "Enterprise Architecture Management and digital transformation"*
 - *Seminar 2:*
 - *Title: "AI & eCommerce"*
- **UNICA**
 - *Seminar 3:*
 - *Title: Origins and evolution of solutions in the world of Big Data & Analytics to support companies' development (Presenters from Symphonie Prime, consulting company)*
- **Project work presentations**
*Participants will be asked to make a final presentation on a topic related to the seminars' themes. The presentations should focus on a proposal to use one or more technologies dealt with during the seminars in a corporate environment; it could be both private and public organizations.
Students will work in mixed groups with German and Italian students working together and will make a presentation on the last day of the seminars.
The projects and the presentations will be evaluated, and there will be a winning group.*