

Saturday, September 16th	Sunday, September 17th	Monday, September 18th	Tuesday, September 19th	Wednesday, September 20th	Thursday, September 21st	Friday, September 22nd	Saturday, September 23rd
		<i>Business Model Innovation and Analytics for business modeling</i>		<i>Marketing and Sales for Business Innovation</i>	<i>Day trip</i>	<i>Smart connected things Business Potential</i>	
		9.00 am - 10.50 am	9.30 am - 11.30 am	9.00 am - 10.50 am	9.30 am - 11.00 am	9.00 am - 10.30 am	
		Business Model Innovation and Strategy. The concept of Business Model and tools for Business Model Representation. Managerial Cognition, Dominant Logic and Business Model Thinking.	Frameworks and tools for business modeling, business model assessment and implementation. Part II (at Poderi dal Nespoli)	New trends in marketing and sales activities	Visit to Ferretti Group, a world leader company in design, construction and sale of luxury yachts	Internet of everything: overview and opportunities for Business Innovation.	
		<i>Prof. Luca Gatti</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Prof. Fabio Ancarani</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Stefano Marzani Ceo, Dquid</i> Q&A	
				coffee break			
	10.30 am - 12.30 pm	11.00 am - 12.30 pm	11.40 am - 1.00 pm	11.00 am - 1.00 pm	11.10 am - 12.00 pm	10.40 am - 1.00 pm	10.30 - 12.30
	Optional City tour: a walk through historical and cultural heritage of Bologna	Business Model Innovation and Strategy. The concept of Business Model and tools for Business Model Representation. Managerial Cognition, Dominant Logic and Business Model Thinking.	Visit to Poderi dal Nespoli, a food and wine company	The excellence of marketing and sales "made in italy"	Hackathon at Ferretti Group	Business game (at BBS) with Dquid, technology and innovation company	Free time
		<i>Prof. Luca Gatti</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Prof. Fabio Ancarani</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Prof. Riccardo Silvi</i>	
				lunch			
	5.30 pm - 8.00 pm	1.30 pm - 5.30 pm	2.00 pm - 4.00 pm	2.30 pm - 5.00 pm	1.00 pm - 5.00 pm	1.00 pm - 2.30 pm	
	Welcome Program overview Ice breaking Companies briefing	Frameworks and tools for business modeling, business model assessment and implementation. Part I	Hackathon at Poderi dal Nespoli	Visit to Twinset, fashion company	Hackathon at Ferretti Group	Networking lunch and certificate presentation (at BBS)	Free time
	<i>Prof. Riccardo Silvi</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Prof. Riccardo Silvi</i>	<i>Prof. Riccardo Silvi</i>	<i>Prof. Riccardo Silvi</i> Q&A	<i>Prof. Riccardo Silvi</i>	
	8.00 pm		5.00 pm - 9.00 pm		5.30 - 7.30	3.30 pm - 5.00 pm	
Welcome dinner (at BBS)	Free time	Free time	Cooking experience and networking dinner (in Casa Artusi)	Free time	The food heritage as an asset (tbd)	Visit to Lamborgini, an automotive company (Optional)	Free time