

Saturday, September 15	Sunday, September 16	Monday, September 17	Tuesday, September 18	Wednesday, September 19	Thursday, September 20	Friday, September 21	Saturday, September 22
		<i>Business Model Innovation</i>	<i>Marketing and Sales for Business Innovation</i>	<i>Business Performance Analytics</i>	<i>Business Innovation</i>	<i>Smart connected things Business Potential</i>	
		9.00 am - 10.15 am	9.00 am - 10.50 am	9.30 am - 11.30 am	9.30 am - 11.00 am	9.00 am - 10.30 am	
<i>Arrivals</i>		The European and Italian Context A general overview of the economic, social and political characteristics of the local, national and continental context.	New trends in marketing and sales activities	Frameworks and tools for business modeling, business model assessment and implementation.	Company visit Davines- Parma	Internet of everything: overview and opportunities for Business Innovation.	
		<i>Prof. Filippo Andreatta</i> Q&A	<i>Prof. Fabio Ancarani</i> Q&A	<i>Prof. Riccardo Silvi</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Stefano Marzani</i> Ceo, Dquid Q&A	
				coffee break			
	10.30 am - 12.30 pm	10.30 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	
	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.	The excellence of marketing and sales "made in Italy"	Frameworks and tools for business modeling, business model assessment and implementation.	Company visit at Davines - Parma	Business game (at BBS) with Dquid, technology and innovation company	
		<i>Prof. Luca Gatti</i> Q&A	<i>Prof. Fabio Ancarani</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Prof. Riccardo Silvi</i>	<i>Prof. Riccardo Silvi</i> <i>Stefano Marzani</i>	
				lunch			
5.30 pm - 8.00 pm		1.30 pm - 3.30 pm	2.00 pm - 4.00 pm	2.30 pm - 5.00 pm	1.00 pm - 4.00 pm	1.00 pm - 2.30 pm	
Welcome Program overview Ice breaking Companies briefing	Free time	Business Model Innovation and Strategy. The concept of Business Model and tools for Business Model Representation. Managerial Cognition, Dominant Logic and Business Model Thinking.	Company visit and Leader's corner at Ducati	Visit to Poderi dal Nespole, a food and wine company OR Montenegro	Hackathon at Davines - Parma	Farewell Cocktail and certificate presentation at BBS	
<i>Prof. Riccardo Silvi</i> Q&A		<i>Prof. Luca Gatti</i> Q&A	<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		4 pm - 5.30 pm	5.00 pm - 9.00 pm		5.30 - 21.00		
Welcome dinner at BBS	Free time	Gellify at bbs	Cooking experience at Casa Artusi - Forlimpopoli <i>Networking Dinner</i>	Free time	Leader's corner at Fico - Eataly world - Bologna <i>Networking Dinner</i>	Free time	
<i>Prof. Riccardo Silvi</i>			<i>Prof. Riccardo Silvi</i>		<i>Prof. Riccardo Silvi</i>		