

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>Political Economy and Business Model Innovation</i>	<i>Business Performance Analytics</i>	<i>Marketing and Sales for Business Innovation</i>	<i>Business Innovation</i>	<i>Smart connected things Business Potential</i>	
		9.00 am - 10.15 am	9.30 am - 11.00 am	9.00 am - 10.50 am	9.30 am - 11.00 am	9.00 am - 10.30 am	
		The European and Italian Context A general overview of the economic, social and political characteristics of the local, national and continental context.	Frameworks and tools for business modeling, business model assessment and implementation.	New trends in marketing and sales activities	Company visit Davines-Parma	Internet of everything: overview and opportunities for Business Innovation.	
		<i>Prof. Filippo Andreatta</i> Q&A	<i>Prof. Riccardo Silvi</i> Q&A	<i>Prof. Fabio Ancarani</i> Q&A	<i>Prof. Riccardo Silvi</i>	<i>Stefano Marzani Ceo, Dquid</i> Q&A	
<i>Arrivals</i>				<i>coffee break</i>			
	10.30 am - 12.30 pm	10.30 am - 12.30 pm	11.30 am - 1.00 pm	11.05 am - 12.15 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.	Frameworks and tools for business modeling, business model assessment and implementation.	The excellence of marketing and sales "made in italy"	Company visit at Davines - Parma	Business game (at BBS) with Dquid, technology and innovation company	
		<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> <i>Stefano Marzani</i>	
		<i>lunch at BBS</i>	<i>lunch at BBS</i>	<i>Lunch at Montenegro</i>	<i>Lunch at Davines</i>		
5.30 pm - 8.00 pm		1.30 pm - 3.30 pm	2.15 pm - 5.00 pm	01.00 pm - 4.30 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	Company visit and hackaton at Montenegro - Bologna	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		5 pm - 9.30 pm		5.30 - 21.00			
<i>Welcome dinner at BBS</i>	Free time	Cooking experience at Casa Artusi - Forlimpopoli <i>Networking Dinner</i>	Free time	Company visit and Leader's corner at Fico - Eataly world - Bologna <i>Networking Aperitivo</i>	Free time	Free time or Optional company visit	
<i>Prof. Riccardo Silvi</i>		<i>Prof. Riccardo Silvi</i>		<i>Prof. Riccardo Silvi</i>			