
Welcome to Ulysseus

Ulysseus course catalogue

Pilot Call for students 2021



Courses on offer for Non-Academic Staff

- Risk Prevention for Office Workers: The Occupational Health Team

Courses on offer for Students

Academic courses

REGISTRATION AVAILABLE WHOLE SEMESTER

- Medical English (4 ECTS)
- Advanced English: Scientific Writing (2 ECTS)

DEADLINE: TO BE DEFINED

- Environmental Evaluation and Accounting (3 to 8 ECTS)

Academic courses

DEADLINE: APRIL 07, 2021

- International Tourism Management (3 ECTS)
- Hospitality Management (2 ECTS)
- Destination Marketing (2 ECTS)
- Social Justice and the Bottom Line (3 ECTS)
- International Human Resource Management (3 ECTS)
- International Marketing (3 ECTS)
- Introduction to International Business (3 ECTS)
- Product Development & Innovation (2 ECTS)
- Entrepreneurship in Family Firms (3 ECTS)
- Entrepreneurship (3 ECTS)
- Innovation & Entrepreneurship in the Service Sector (3 ECTS)
- Strategic Management & Start-Up (3 ECTS)
- Organizational Behaviour (3 ECTS)
- Customer Service and Experience Management (3 ECTS)
- Intercultural Competence & Diversity Training (5 ECTS)
- Innovation & Technology Management (5 ECTS)
- Digital Transformation (5 ECTS)

DEADLINE: MAY 31, 2021

- Summer Seminar: Manuscript Editing (2 ECTS)

Content

UlyssEUs course
catalogue

Summer School

DEADLINE: APRIL 07, 2021

- Data Science – An Overview

Training

DEADLINE: APRIL 07, 2021

- Defensive Communication
- Digital Learning Opportunities

Lecture

DEADLINE: MARCH 23, 2021

- Russia: An Economy in Transition

DEADLINE: APRIL 07, 2021

- Global Financial Markets: Subprime vs. COVID-19, Turmoils & Perspectives
- Leadership & Responsibility in Crazy Times
- EU – Is the Green Deal Enough
- Capitalism, Society, Planet – New Concepts invited



Risk Prevention for Office Workers

THE OCCUPATIONAL HEALTH TEAM

DESCRIPTION

This course addresses basic issues of risk prevention and healthy conduct in the office work environment and is designed for anybody working in the office environment. The areas covered include the following: the office and its health hazards, video screen adjustment, physical activity in the office, equipment, electrical appliances, labelling of hazardous substances, ergonomics, microclimate, adequate lighting, human interaction, office layout and security mapping, fire prevention and management, building signaling.

19 video lectures

INTENDED LEARNING OUTCOMES

- ✓ Awareness of risk factors and health hazards in the office environment
- ✓ Accident prevention and personal security behavior

LANGUAGE

Italian with english subtitles

Prof. Carlo Pesce

AVAILABLE:

APPROX. IN MAY – JUNE 2021



Medical English

ACADEMIC COURSE

4 ECTS

REGISTRATION DUE DATE:

REGISTRATION AVAILABLE
WHOLE SEMESTER

COURSE START DATE:

SPRING / SUMMER

DESCRIPTION

In today's globalized world, the health professional has often the need to communicate in English with patients and colleagues. The aim of this course is not that of teaching how to read a medical text, but to help you to practice your profession in English, possibly in a human context different from the one you are familiar with. The first two videos concern the cultural barriers that may hamper communication with patients of a different ethnic background. In the following videos, the health professionals enter a virtual hospital, meet its staff, and visit its individual operating units. Later on, they encounter patients, collect their medical histories, perform their physical examination, set down medical records, request diagnostic tests, and prescribe therapy.

Several videos concern specific medical areas, for which typical dialogue situations are represented using the most frequent medical terms. The focus is not on technical words, but on the common terms that the patient may use. In all these scenarios, possible differences between the Anglo-Saxon and Italian interpersonal approach are emphasized for the purpose of fostering trust and communication with the patient. The course includes 24 videos for a total of more than 6 hours.

INTENDED LEARNING OUTCOMES

- ✓ to develop a multicultural approach for the health professional;
- ✓ to communicate in English with patients and colleagues;
- ✓ to use English medical vocabulary in order to work in an English-speaking medical setting.

EXAM TYPE

Final exam

LANGUAGE

English

24 videos
for a total
time of 6
hours

Login :
<https://learn.edupen.org/login/index.php#>

Prof. Carlo
Pesce



Advanced English: Scientific Writing

ACADEMIC COURSE

2 ECTS

REGISTRATION DUE DATE:

REGISTRATION AVAILABLE
WHOLE SEMESTER

COURSE START DATE:

SPRING / SUMMER

DESCRIPTION

Although English has been the lingua franca of science for over a century, young researchers often find it difficult to produce a manuscript for an international journal in a style acceptable for publication. An easily readable text, devoid of repetitions or contradictions, which presents in logical sequence the author's findings and comments, is a great wild card to rapid publication of the work done in the laboratory or in the clinical ward. This short course, which requires a good knowledge of English, is dedicated to the technique of scientific writing, in particular in the medical and biological fields. The video lectures address the common grammatical errors of morphology and syntax that are often encountered while editing manuscripts. Specific areas being covered include use of pronouns, punctuation and dangling participles. Next come specific issues of technical writing, such as abbreviations, units of measure, and choice of standard scientific terms. A video lecture is dedicated to the different types of scientific publications and the logical sequence of presentation of the work done in the sections of the article. Finally, practical examples of text editing are used to deal with finer points of style, such as how to organize the text in paragraphs, and how to avoid redundancy, elegant variation, or ambiguous phrasing.

INTENDED LEARNING OUTCOMES

- ✓ to organize scientific data for publication;
- ✓ to acquire expertise in scientific/technical writing;
- ✓ to learn international standards of text composition;
- ✓ to edit scientific text according to international standards.

LANGUAGE

English

9 videos and
a final test

Login:
<https://learn.eduopen.org/login/index.php#>

Prof. Carlo
Pesce

Hospitality Management

DESCRIPTION

This course examines key issues in hospitality management and current trends, issues and challenges. Select topics include:

- ✓ Industry performance metrics
- ✓ Current trends influencing service delivery in the sector
- ✓ Key practices and insights with regard to staffing hospitality operations
- ✓ Modern forces impacting hospitality facility design
- ✓ Managing perceptions through atmospherics
- ✓ Critical trends and challenges regarding branding and ownership structures
- ✓ Inventory distribution, revenue management, and data mining applications
- ✓ Modern social media practices in the industry and the text-mining of narrative data

Bachelor /
6th year

ACADEMIC COURSE

2 ECTS

online / in-
person (tbd)

INTENDED LEARNING OUTCOMES

The objective of this course is to provide an overview of hospitality management. In doing so, current issues, key challenges, and emerging trends in the sector are examined.

Available
seats: 3

REGISTRATION DUE DATE:

07/04/2021

REPORT

Transcript of Records

LANGUAGE

English

Daniel
D'Assisi

COURSE START DATE:

12/04/2021

Destination Marketing

DESCRIPTION

- ✓ identifying interventions in tourist destinations
- ✓ collaborative planning and decision-making in tourist destination, role play 'traffic jam', forms of governance in tourist destination communities
- ✓ consequences for destination marketing and management organizations (DMO)
- ✓ recapitulation and prospects for the future
- ✓ Difference between marketing and branding in destinations or place branding processes
- ✓ Destination as brands: challenges, risks, opportunities and facts
- ✓ How to develop a place branding concept?
- ✓ Many case-studies from the consultancy praxis
- ✓ Destination Governance

Master / 1st
year

ACADEMIC COURSE

2 ECTS

INTENDED LEARNING OUTCOMES

- The participant will learn to
- ✓ analyse and evaluate market developments which are relevant for tourist destination development
 - ✓ critically assess and apply case-specific marketing and organizational solutions to various destination management problems

online / in-
person (tbd)

REGISTRATION DUE DATE:

07/04/2021

REPORT

Transcript of Records

LANGUAGE

English

Available
seats: 5

COURSE START DATE:

12/05/2021

Daniel
D'Assisi

Product Development & Innovation

ACADEMIC COURSE

2 ECTS

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

30/04/2021

DESCRIPTION

Innovation is an important foundation for any successful business, in particular the dynamic and rapidly changing hospitality and tourism industries. Business decision makers have recognized the need for an innovative approach to develop, reorganise, and manage new products. This module introduces students to key theoretical and practical examples of product development and innovation. The module encourages students to think creatively and deliberate on how to develop new product innovative ideas. More specifically, the module's objectives are:

- ✓ Develop conceptual and practical skills for understanding the nature of product development and innovation in the hospitality and tourism industries.
- ✓ Understand the theoretical and practical aspects of innovative systems.
- ✓ Assess the driving forces behind innovations in various sectors of the hospitality and tourism industries.
- ✓ Appraise and analyse the general applications of product innovation in various sectors of the hospitality and tourism industries.
- ✓ Evaluate the impact of innovation in hospitality and tourism organizations.

INTENDED LEARNING OUTCOMES

Upon completion of the module, participants should be able to:

- ✓ Encourage greater awareness of product development and innovation among students, as well as develop entrepreneurial competencies.
- ✓ Enhance problem-solving, critical thinking and analytical skills in the context of new product development and innovation.
- ✓ Discover the importance of innovation key strategic initiative in organizations.
- ✓ Apply new product development and innovation constructs to business problems.
- ✓ Determine why new products fail or succeed and illustrate cases with examples.
- ✓ Understand the various forces behind product innovation and development in the tourism and hospitality industry.

REPORT

Transcript of Records

LANGUAGE

English

Master / 2nd
year

on line

Available
seats: 5

Daniel
D'Assisi

Social Justice and the Bottom Line

DESCRIPTION

Businesses can be powerful enhancers or inhibitors of social justice. From hiring practices to employee welfare to workplace conditions to environmental sustainability to the world-wide distribution of wealth, both large and small businesses impact many issues related to social justice. In this course, we examine how issues of social justice are connected to a wide variety of business practices and systems. We explore questions concerning the responsibility of businesses in creating a more just world and examine the relationship between business practices promoting social justice and businesses' bottom lines.

Bachelor /
1st year

ACADEMIC COURSE

online

3 ECTS

INTENDED LEARNING OUTCOMES

- ✓ Examine the broad concept of corporate social responsibility (CSR) from an international perspective.
- ✓ Examine how issues of social justice are connected to a wide variety of business practices and systems.
- ✓ Examine the multiple, often conflicting or differing, viewpoints and tradeoffs that exist around each CSR issue.
- ✓ Develop a multi-stakeholder perspective in examining CSR issues. Compare and contrast different cultural and societal perspectives on corporate social responsibility, and be able to explain the similarities and differences in a nuanced manner.

Available
seats: 5

REGISTRATION DUE DATE:

07/04/2021

EXAM TYPE

Final exam at the end of the course

COURSE START DATE:

07/06/2021

REPORT

Transcript of Records

LANGUAGE

English

Daniel
D'Assisi

International Tourism Management

ACADEMIC COURSE

3 ECTS

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

03/05/2021

DESCRIPTION

The course will be divided in two parts:

- ✓ Introduction to the concept of sport to the students. It will shed more light into what the lay person understands as Sport and well beyond. Most importantly, it will expose the students into how sport permeates many aspects of their lives. It will show that human society started with play which evolved into sport which has now become a huge and massive industry in every respect. Sport in the making of a modern world – An African and Global perspective will touch several aspects of sports from history to contemporary times with many examples from the globe but especially Africa..
- ✓ (a) Discussion of the future of tourism, by exploring and imagining what will tourism look like in 30-years. After looking at traditional methods of forecasting for tourism you will create an ideal 'vision' of tourism in 30-years. Rather than 'fore-casting', you will be introduced to 'back-casting' as to what has to change at key points along the way. Focus is put on 'Disruption' (eg. what AirBnB did to the hotel industry) and of course – how timely!).
(b) Identification and Analyzation of the external forces in the macro-environment. Exploration of the 7 forces in the macro-environment (ie. demographics, economics, socio-cultural, technology etc). We then discuss each of these, to identify the various mega-trends and changes that are happening, and how they are likely to be shaping our future and that of tourism. What are the implications of an aging and shrinking population? What changes will technology bring? How will things have to adapt to deal with climate change?
(c) Identification significant trends that are likely to affect tourism and hospitality through scanning the external environmental. This means moving from the 'macro' big-picture to identify the relevant trends and potential opportunities (as well as threats) for existing destinations and tourism related business (and/or for new business) that these changes/shifts will bring.
(d) Using the environmental scanning process to identify both market and product/service innovation opportunities for destinations and businesses. A focus on re-thinking businesses, innovations and new products/services to respond to the changing macro environment, and more precisely to new and emerging consumer markets/segments.

INTENDED LEARNING OUTCOMES

This class will give students a greater insight into the challenges, opportunities and trends of International Tourism Management.

REPORT

Transcript of Records

LANGUAGE

English

Bachelor /
6th year

online / in-
person (tbd)

Available
seats: 3

Daniel
D'Assisi

International Human Resource Management

DESCRIPTION

This course explores the importance of human resource management in the context of international business, including topics such as culture, globalization, strategic HR, customer focus, social responsibility, cultural agility, leadership, and the changing characteristics of the workforce.

Bachelor /
1st year

ACADEMIC COURSE

INTENDED LEARNING OUTCOMES

The objective of this course is to help students gain insight and appreciation for the complexities of operating a business in the international context; specifically, the importance of human resource management.

online

3 ECTS

EXAM TYPE

Exam

Available
seats: 5

REGISTRATION DUE DATE:

07/04/2021

REPORT

Transcript of Records

Daniel
D'Assisi

COURSE START DATE:

07/06/2021

LANGUAGE

English

International Marketing

DESCRIPTION

- ✓ Business Marketing and business market: an introduction.
- ✓ Business Buying behavior.
- ✓ Business Brand Architecture.
- ✓ Case: Barco Clickshare: How disruptive innovation transforms business, a story on the development and launch of a new product.
- ✓ Business routes-to-market and channels.
- ✓ Business interfirm relations and networks.
- ✓ Digital communication in Business markets.
- ✓ Case: Maersk line: B2B Social Media.

Bachelor /
1st year

ACADEMIC COURSE

3 ECTS

online

INTENDED LEARNING OUTCOME

Business marketing (or B2B marketing) is concerned with the marketing of goods and services to organizations. The key distinguishing feature of business marketing is the nature of the customer, rather than the nature of the product. This introductory marketing course will cover key concepts that are required to for the professional 'business marketer'. The course will cover strategies in business-to-business markets (understanding, creating and delivering value), tactics in business-to-business markets (marketing mix) and implementation. Theory will be illustrated with examples from B2B companies. The students will also work on 2 business marketing cases

Available
seats: 5

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

14/06/2021

EXAM TYPE

Homework

REPORT

Transcript of Records

LANGUAGE

English

Daniel
D'Assisi

Introduction to International Business

ACADEMIC COURSE

3 ECTS

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

31/05/2021

DESCRIPTION

During the course we will examine a number of key issues in international business including: the international environment; political, economic, cultural and legal aspects of the foreign environment; topics relating to how management deals with a variety of forces such as international marketing, import/export practices, human resources management, global operations management, financial management and strategic management and control; opportunities in the global market; and theoretical and applied examples of international trade.

INTENDED LEARNING OUTCOMES

- In this course the students learn to explain the characteristics of globalization and describe how it functions:
- ✓ Identify how major international institutions facilitate globalization
 - ✓ Evaluate the need for strong and transparent institutions that can adapt to global competition
 - ✓ Describe the key policy measures that make globalization sustainable
 - ✓ Describe the role of information technology in bridging the global digital divide.
 - ✓ Describe the validity of the anti-globalization argument
 - ✓ Explain the case made to temporarily support those people negatively affected by globalization
 - ✓ Briefly explain why trade and foreign investment are good for society as a whole
 - ✓ Describe the major international trade theories and how they operate
 - ✓ Evaluate trade policy, the main instruments of trade policy, and their impact on business, consumers, and governments
 - ✓ Explain the rationale behind a country's choice of managing trade
 - ✓ Explain regional economic integration, its evolution, and its benefits and costs
 - ✓ Identify how economic geography helps explain, promote, and segment regional integration blocs
 - ✓ Identify the primary reasons why countries are now seeking to pursue regional integration at the expense of multilateral trade liberalization
 - ✓ Explain why the European Union is seen as the most advanced regional integration bloc
 - ✓ Describe how USMCA has affected U.S.-Mexico bilateral trade in goods and services
 - ✓ etc.

EXAM TYPE

The course comprises an interactive mix of lectures, discussions and individual and group work.

REPORT

Transcript of Records

LANGUAGE

English

Bachelor /
1st year

online

Available
seats: 5

Daniel
D'Assisi

Entrepreneur-ship in Family Firms

DESCRIPTION

Introduction to family business: definition, facts and figures, advantages and disadvantages, concepts, 3 circle model (the family system, the business system, the ownership system), cultural configurations.

Ownership succession management: facts and figures, family types of ownership, types of succession, strategic planning, success factors of succession, the role of key non-family employees, managing transition, key challenges of succession process.

Family business governance: definition, structures and agreements, family versus business strategy, family constitution, the role of advisory boards, family councils and family meetings

Bachelor /
1st year

ACADEMIC COURSE

online

3 ECTS

INTENDED LEARNING OUTCOMES

Managing a family business is about special problems and issues that confront family businesses. The course will explore the three systems of a family business, the family system, the business system and the ownership system and their interactions – functional and dysfunctional. Participants will be introduced to the basic issues and concepts of family business, and guided through the structures and procedures for successful family enterprises.

- ✓ Thus, students will develop an understanding of the characteristics of family businesses and their dynamics and special issues
- ✓ appreciate the dynamic interaction of family, ownership and business systems
- ✓ understand the challenges of family businesses including the most important challenge succession planning
- ✓ learn about governance mechanisms in family businesses

Available
seats: 5

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

05/06/2021

EXAM TYPE

Exam

REPORT

Transcript of Records

LANGUAGE

English

Daniel
D'Assisi

Entrepreneur -ship

DESCRIPTION

- ✓ Entrepreneurial Mindset
- ✓ Generating and Exploiting New Entries
- ✓ Creativity and the Business Idea
- ✓ Protecting the idea
- ✓ The Business Plan: Creating and Starting the Venture
- ✓ The Marketing Plan
- ✓ The Organizational Plan

Bachelor /
1st year

ACADEMIC COURSE

INTENDED LEARNING OUTCOMES

This module aims to provide students with a core understanding of entrepreneurship, theory and practice through a blend of theoretical and experiential learning activities. This course explores and develops an understanding of entrepreneurship and the wider enterprise business environment. The course explores and covers theoretical concepts relating to entrepreneurship, idea development, creativity and innovation management, market analysis, strategic planning, resource management, operations management, financial planning, ethical/social enterprise, marketing and the role of the digital environment, as well as growth and internationalisation. Illustrated with real-life examples, this course aims to provide students with a critical understanding of the process of entrepreneurship both in theory and in practice.

online

3 ECTS

REGISTRATION DUE DATE:

07/04/2021

EXAM TYPE

Project work

REPORT

Transcript of Records

COURSE START DATE:

25/05/2021

LANGUAGE

English

Available
seats: 5

Daniel
D'Assisi

Innovation & Entrepreneurship in the Service Sector

ACADEMIC COURSE

3 ECTS

REGISTRATION DUE DATE:
07/04/2021

COURSE START DATE:
12/06/2021

DESCRIPTION

Fostering cultures in entrepreneurial firms in which a steady stream of innovative ideas is generated, implemented, and evaluated using the following framework:

- ✓ Interactional marketing:
This course addresses how to apply such innovative concepts in the area of customer interface through service design, script deviation, and atmospherics.
- ✓ Internal marketing:
The culture of innovation should be throughout the entrepreneurial firm; therefore, internal dynamics of team performance and motivation are examined.
- ✓ External marketing:
Because all entrepreneurial firms must entice potential customers to try their offerings, innovative practices in social media and guerilla marketing are also covered.

All of the above concepts will be taught using a blend of theory and practice. That is, academic research will anchor innovative strategies and tactics.

INTENDED LEARNING OUTCOMES

- Within the context of entrepreneurial firms, the overarching purpose of this course is to improve students' ability to generate and implement innovative concepts within service sector industries to enhance competitiveness. More specifically, the objectives are to apply innovation to:
- ✓ the customer interfaces;
 - ✓ the internal dynamics within the firm that influence innovation; and
 - ✓ the external marketing activities.

EXAM TYPE

Exam

REPORT

LANGUAGE

English

Bachelor /
1st year

online

Available
seats: 5

Daniel
D'Assisi

Strategic Management & Start-Up

ACADEMIC COURSE

3 ECTS

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

01/06/2021

DESCRIPTION

This course provides a solid overview of current issues in strategic management and its relevance to the understanding and design of management practice. Students learn different approaches to the explanation of strategic positioning, analyze the impact of industries and company resources on strategy content and different forms of strategy development. Students will further learn to apply theoretical knowledge to real life business cases in various industry contexts and will practice how to formulate solutions to problem situations in a newly founded company.

INTENDED LEARNING OUTCOMES

Students gain specialized knowledge in strategic management. Business cases introduced by guest speakers are used to apply and deepen the understanding of tools and methods of strategic management. Students should especially develop the capability to critically analyze situations, discuss them and find solutions for upcoming management problems. Furthermore, presentation and communication skills are enhanced.

EXAM TYPE

Presentation

REPORT

LANGUAGE

English

Bachelor /
1st year

online

Available
seats: 5

Daniel
D'Assisi

Organizational Behaviour

DESCRIPTION

- ✓ Individual Differences
- ✓ Motivation in Organizations
- ✓ Leadership in Organizations
- ✓ Communication/Team work/Culture

Bachelor /
1st year

ACADEMIC COURSE

INTENDED LEARNING OUTCOMES

The purpose of this course is to investigate the frameworks, theories and research relevant to understanding behavior of people within the context of organizations. Emphasis will be placed on the applied integration of material to handle the task of managing people.

online

3 ECTS

EXAM TYPE

The course consists of individual assignments as well as group assignments.

Each student will become a member of a group based on the results of in-class assessment exercises and diversity (primary and secondary).

Students will be evaluated on the basis of individual and team performance in the following areas:

1. Experiential Exercise Portfolio 30%
2. Participation (Instructor's judgment and peer evaluation team work) 30%
3. Final Paper 40%

Available
seats: 5

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

17/05/2021

REPORT

Transcript of Records

Daniel
D'Assisi

LANGUAGE

English

Customer Service and Experience Management

ACADEMIC COURSE

3 ECTS

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

10/05/2021

DESCRIPTION

- ✓ Understand and define service management principles
- ✓ Identify the strengths and weaknesses of guest services management
- ✓ Develop and evaluate tools for innovative solutions to customer service recovery.
- ✓ Help students develop the skills, competencies, and professional orientation that will support their life-long service-oriented operation in a variety of organizations.

INTENDED LEARNING OUTCOMES

The course explores the various dimensions of successful customer service management in hospitality and service organizations. It will explore the concept of service management from a holistic approach, including customer satisfaction, organizational culture, operations, marketing, strategy, information technology, and global cross-cultural perspective.

EXAM TYPE

The class will incorporate lectures, PowerPoint presentations, class discussions and short student group projects.

The proportional distribution of the grade will be as follows:

Attendance and participation	10%
Exam on the lectures and content	90%

Total	100%

REPORT

Transcript of Records

LANGUAGE

English

Bachelor /
1st year

online

Available
seats: 5

Daniel
D'Assisi

Intercultural Competence & Diversity Training

ACADEMIC COURSE

5 ECTS

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

25/05/2021

DESCRIPTION

Intercultural teams have become more and more important in today's globalised work environment. Research and practice know that diverse teams can contribute to an organisation's success - and that more so than homogenous teams. This also makes it necessary to critically reflect on approaches and behaviours when it comes to intercultural situations in order to be able to work constructively. We will cover both theoretical as well as practical concepts in an interactive manner and reflect on chances and opportunities when dealing with diverse and intercultural teams. We will look at cultural dimensions and their application in practice and work on cross-cultural competencies as well as on diversity management

INTENDED LEARNING OUTCOMES

Through your active participation in this course, you will be able to

- ✓ discuss key concepts in and on communication identify and discuss potential issues and challenges in and with communication
- ✓ discuss key culture concepts and their implications on managing in an international setting
- ✓ identify and discuss potential issues and challenges in conjunction with
- ✓ managing expatriates and devise strategies to overcome them identify and discuss potential issues and challenges for diversity

EXAM TYPE

tba

REPORT

Transcript of Records

LANGUAGE

English

Bachelor /
1st year

online

Available
seats: 5

Daniel
D'Assisi

Innovation & Technology Management

DESCRIPTION tba

Bachelor /
2nd year

ACADEMIC COURSE

INTENDED LEARNING
OUTCOMES tba

online

5 ECTS

EXAM TYPE tba

Available
seats: 5

REGISTRATION DUE DATE:

30/03/2021

REPORT Transcript of Records

COURSE START DATE:

06/04/2021

LANGUAGE English

Daniel
D'Assisi

Digital Transfor- mation

DESCRIPTION tba

Bachelor /
2nd year

ACADEMIC COURSE

INTENDED LEARNING
OUTCOMES tba

on line

5 ECTS

EXAM TYPE tba

Available
seats: 5

REGISTRATION DUE DATE:

07/04/2021

REPORT
Transcript of Records

COURSE START DATE:

17/05/2021

LANGUAGE
English

Daniel
D'Assisi



Summer Seminar: Manuscript Editing

ACADEMIC COURSE

2 ECTS

REGISTRATION DUE DATE:

MAY 31

COURSE START DATE:

JUNE 2021 (DATES: TBA)

DESCRIPTION

Drafts of scientific manuscripts will be edited live by participants with a view to improve and standardize the text in terms of layout and style. A final version of each draft, including possible alternatives, will be produced. Participants are invited to submit their own manuscripts for revision during the seminar.

INTENDED LEARNING OUTCOMES

✓ to practice scientific text editing according to acknowledged standards

LANGUAGE

English

REPORT

Certificate of Attendance

online

Apply via e-mail:
pesce@uni.ge.it

10 participants

Prof. Carlo Pesce



Environmental Evaluation and Accounting

ACADEMIC COURSE

3 – 8 ECTS

REGISTRATION DUE DATE:

TBD

COURSE START DATE:

LESSONS ARE RECORDED

DESCRIPTION

INTENDED LEARNING OUTCOMES

LANGUAGE

Certificate of Attendance

In the core of the debate on the ecological transition, at the heart of a more general reflection on climate neutrality objectives, growth and development models and the heritage we will leave to next generations, the EVA course offers advanced training in the theoretical and empirical tools for managing the economic dimension of environmental conservation and biodiversity. Moreover, the course proposes a multi-disciplinary approach in order to take up, in terms of new professional skills, the challenges proposed by the European policy of the New Green Deal. Environmental economics in fact is recognized as an interdisciplinary field of study however, the relative teaching academic course does not yet integrate economic and ecological contents in a single framework. The aim of the course is then to propose to graduate students a master course where they are taught specific economic concepts and are shown how to exploit them to complement their technical scientific competence. This interdisciplinary knowledge represents a value added as it fosters professional profiles specifically trained for a “green job” profession (e.g. environmental accountant and environmental consultant), highly promoted by the EU (see Green Jobs for a greener future, 2007), or for positions in environmental departments of government bodies or protected areas management. The course lessons are divided in four complementary classes: the first provides a good starting base in quantitative methods and develops an approach Economic Analysis of the Environment and Economic valuation; the second illustrates the leading quantitative methods for environmental analysis and valuation; the third, discusses the basic concepts of the environmental-economic accounting with specific reference to the SEEA-CF and SEEA-EEA and its connection with the system of national accounts and illustrates, as a case study, the economic and financial accounting of protected areas; the fourth presents ecological accounting in terms of energy flow in the ecosystem (the energetic approach) as a valuation approach that follows parallel lines with economics and illustrates, as a case study, the ecological accounting of protected areas. Each class of the module will end with a workshop, held by at least one professional expert who is invited to shed light on the latest advancement in European policy implementations at various levels (international, national, regional and local).

- ✓ To draw up and interpret ecological, economic and financial accounts that include the value of ecosystem services in line with European guidelines
- ✓ Understand and evaluate, with critical and independent judgement, the role of environmental policy in orienting markets and economic activities towards the goal of sustainability.
- ✓ Acquire the technical language typical of the discipline to communicate clearly and unambiguously with specialist and non-specialist interlocutors: companies and institutions that deal with environmental and economic variables in formulating their decisions.

English



Lessons are accessible: <https://eva.jeanmonnet.unige.it/>

40 hours of in-class lectures / 24 hours of seminars and expert talks.

Prof. Barbara Cavalletti

Russia: An Economy in Transition

DESCRIPTION

tba

Bachelor /
3rd year

LECTURE

INTENDED LEARNING OUTCOMES

tba

on line

REGISTRATION DUE DATE:

23/03/2021

Available
seats: 10

COURSE START DATE:

06/04/2021

EXAM TYPE

1 informed comment (500 – 600 words); 1xP2P feedback

REPORT

Confirmation of attendance

LANGUAGE

English

Daniel
D'Assisi

Global Financial Markets: Subprime vs. COVID-19, Turmoils & Perspectives

DESCRIPTION tba

Bachelor /
3rd year

INTENDED LEARNING OUTCOMES tba

on line

LECTURE

Available
seats: 10

REGISTRATION DUE DATE:

07/04/2021

EXAM TYPE

1 informed comment (500 – 600 words); 1xP2P feedback

REPORT

Confirmation of attendance

LANGUAGE

English

Daniel
D'Assisi

COURSE START DATE:

19/04/2021

Leadership & Responsibility in Crazy Times

LECTURE

EXAM TYPE

1 informed comment (500 – 600 words); 1xP2P feedback

REPORT

Confirmation of attendance

LANGUAGE

English

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

03/05/2021

Bachelor /
3rd year

online

Available
seats: 10

Daniel
D'Assisi

EU – Is the Green Deal Enough

EXAM TYPE

1 informed comment (500 – 600 words); 1xP2P feedback

Master /
2rd year

LECTURE

REPORT

Certificate of Attendance

on line

REGISTRATION DUE DATE:

07/04/2021

LANGUAGE

English

Available
seats: 3

COURSE START DATE:

16/04/2021

Daniel
D'Assisi

Capitalism, Society, Planet – New Concepts invited

EXAM TYPE

1 article (600 – 800 words) from the perspective of 2031

Master /
2rd year

REPORT

Certificate of Attendance

on line

LECTURE

LANGUAGE

English

Available
seats: 3

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

23/04/2021

Daniel
D'Assisi

Data Science – An Overview

SUMMER SCHOOL

3,5 ECTS

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

03/05/2021

DESCRIPTION

Data Science is the study of the generalizable extraction of knowledge from data. Being a data scientist requires an integrated skill set spanning mathematics, statistics, machine learning, databases and other branches of computer science along with a good understanding of the craft of problem formulation to engineer effective solutions.

This summer school will introduce students to this rapidly growing field and equip them with some of its basic principles and tools as well as its general mindset. Students will learn concepts, techniques and tools they need to deal with various facets of data science practice, including data collection and integration, exploratory data analysis, predictive modeling, descriptive modeling, data product creation, evaluation, and effective communication.

INTENDED LEARNING OUTCOMES

Students will develop skills in managing scientific data using the statistical software R and learn a basic understanding of data science.

EXAM TYPE

To be announced

REPORT

Transcript of records

LANGUAGE

English

Bachelor

online

Available
seats: 5

Daniel
D'Assisi

Defensive Communication

DESCRIPTION

Managing a family business means dealing with a sensitivity, emotions, and specific roles that are inherent in a family setting. This often makes it challenging to communicate efficiently and congruently, and hence may easily give rise to conflicts. The American therapist Virginia Satir, especially known for her approach to family therapy, observed people's ways of communicating in the family – space of our first relation to authority – and developed a communication model based on her decades-long work with families. The MCI webinar will explore Satir's defensive communication styles and show how they affect our interaction with others. Besides the theoretical aspects, a strong focus will be laid on practicing and experiencing.

online

TRAINING

INTENDED LEARNING OUTCOMES

Students will

- ✓ gain awareness of their own defensive communication styles, in order to develop understanding for themselves and others
- ✓ identify the mechanisms that may lead to a dysfunctional communication and generate misunderstandings and conflicts
- ✓ observe when some defensive communication styles may be useful in certain circumstances

Available
seats: 5

REGISTRATION DUE DATE:

07/04/2021

REPORT

Confirmation of attendance

LANGUAGE

English

Daniel
D'Assisi

COURSE START DATE:

20/05/2021

Digital Learning Opportunities

DESCRIPTION

Being able to continuously learn and develop new skills is a key competence we need in order to be successful in the future world of work. There is a wide range of freely available online resources and tools that can help you with this - you just have to know how to find and use them.

This MCI Webinar introduces participants to a range of digital options, resources and tools they can use to enhance their learning and professional development. You will learn about the different aspects and formats of digital learning and how to find and evaluate learning resources. We will browse a range of materials and tools and will jointly develop some strategies you can employ to become successful life-long learners in a digital age.

INTENDED LEARNING OUTCOMES

Students will find out about the wide range of digital learning opportunities available to them to enhance their learning and professional development.

REPORT

Confirmation of attendance

LANGUAGE

English

online

Available seats: 5

Daniel D'Assisi

TRAINING

REGISTRATION DUE DATE:

07/04/2021

COURSE START DATE:

31/05/2021