

## EXPERIENTIAL LEARNING

Throughout the course students are encouraged to put into practice what they have learnt in class. Activities include:

*Project works delivered as part of the curricular and curriculum enhancing courses, such as:*

- Data Analysis Project with Statistics Software R: Starting from a company's data set students analyzed the company's consumer trends through the statistics software R and provided some recommendations for the launch of a new product
- Creation and launch of a new product: students ideated a new product for a specific target. They also created a business plan and a promotional video for the product's launch
- Creation of a Marketing Plan: Starting from an analysis of a company's existing digital marketing plan, the students provided some suggestions to implement the strategy and to increase visibility on the web

*Meetings with professionals that share their experience, giving students the chance to learn first-hand about the topic studied and the related profession, such as:*

- Meeting con Riccardo Donadon – CEO H-Farm
- Meetings with Startupper Marzia Anelli (Open Innovation), Diego Pizzocaro (SELLF), Michele Redolfi (MOKU), Giordana Astegno (Mobile Outfitters Italia)
- Meeting with Massimo Fenati and Simonetta Agnello Hornby: the future of digital publishers
- Talk on AI and Machine Learning in the Cultural Heritage sector by Andrea Nanetti
- Talk on "safe robots", a legal perspective on robotic product safety. by Giorgia Guerra
- Meeting with Anilkumar Dave, Head of "Innovation and Transfer of Technologies" Unit at Italian Space Agency

*Participate in conferences, panel discussions, events and hackatons where students can put into practice their knowledge and access a network of innovative companies and inspiring professionals. Students had the opportunity to take part in events such as:*

- *TECH IT EASY*: an H-FARM event in which companies, startup and professionals meet to discuss about the latest innovation trends in different sectors (topics ranged from smart roads to tourism)
- *KINNERNET VENICE*: an exclusive 3-day event where guest can have access to only by invite. Kinnernet is an (un)conference in which each participant contributes to the event by creating content and by collaborating in the various sessions, encouraging debates, discussions, creativity and interaction between participants. Guests attend workshops on unique topics and attend interactive lessons that stimulate a spontaneous and open approach to innovation.
- *HACK 4 TALENTS – SNAM*: the company organised a 24hour event with the aim of identifying young talents to be included in Snam's Digital Transformation & Technology team
- *H-ACK ANIA*: a 24hour Hackaton event focused on insurtech where students had the opportunity to participate as a team to suggest an innovative idea

*Summer internships with many of the companies part of the H-Farm and Ca' Foscari network.*

Students had the opportunity to attend internships in various H-FARM teams and locations and in startup part of its portfolio, such as eSwag, Biorfarm, PonyU, MioAssicuratore, CELI and lots more. Students are also required to attend a 6-month internship project during the last semester of their Bachelor's Degree, on the basis of which they write their own dissertation.