

Examples of Internship Project launched in 2020 with Digital Management students





OPERATIONS DIGITAL TRANSFORMATION

Generali Real Estate

The student supported the HR Operations team in the coordination and development of digital solutions with the aim of improving the customers experience (HRBP and employees), the service efficiency and develop new services according to customer expectations.

$M_{m \times n}(\mathbb{R})$ or simply $M_{m \times n}$ is the set of matrices with m rows and n columns.

notation $(a_{ij})_{\substack{1 \leq i \leq m \\ 1 \leq j \leq n}} = \begin{pmatrix} a_{11} & a_{12} & \dots & a_{1n} \\ a_{21} & a_{22} & \dots & a_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ a_{m1} & a_{m2} & \dots & a_{mn} \end{pmatrix} = A$

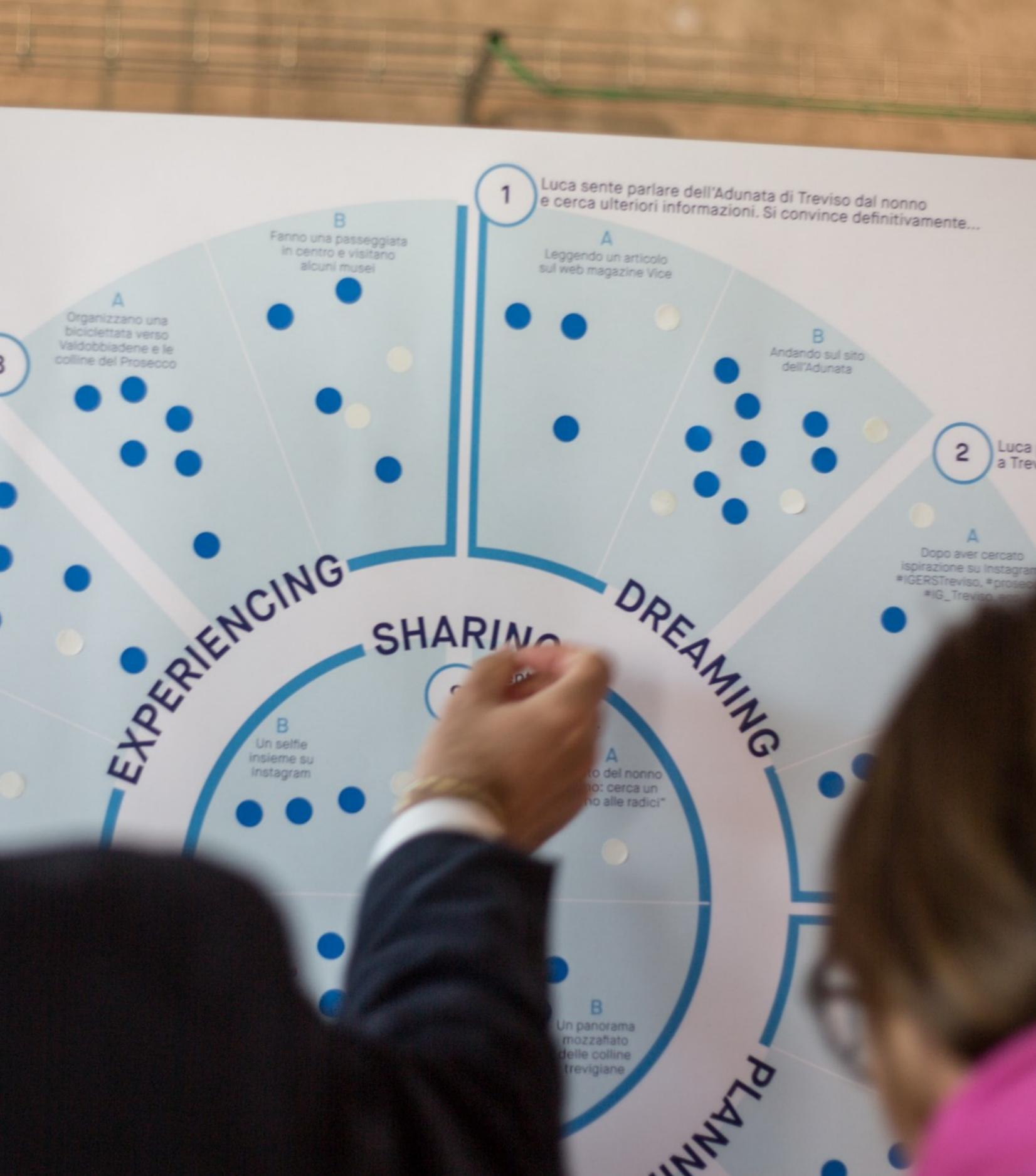
"matrix · vector", $A \in M_{m \times n}$, $\vec{x} \in \mathbb{R}^n$

$A \cdot \vec{x} = \begin{pmatrix} a_{11} & a_{12} & \dots & a_{1n} \\ a_{21} & a_{22} & \dots & a_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ a_{m1} & a_{m2} & \dots & a_{mn} \end{pmatrix} \cdot \begin{pmatrix} x_1 \\ x_2 \\ \vdots \\ x_n \end{pmatrix} = x_1 \begin{pmatrix} a_{11} \\ a_{21} \\ \vdots \\ a_{m1} \end{pmatrix} + x_2 \begin{pmatrix} a_{12} \\ a_{22} \\ \vdots \\ a_{m2} \end{pmatrix} + \dots + x_n \begin{pmatrix} a_{1n} \\ a_{2n} \\ \vdots \\ a_{mn} \end{pmatrix}$

BUSINESS ANALYTICS

FCA

The student analyzed company data, modeling complex business problems, discovering business insights and identifying opportunities or competitive advantages through the use of statistic, algorithmic, mining and data visualization techniques.



OPEN INNOVATION

OTB, UnipolSai Assicurazioni, BPER Banca

Students were involved in the Open Innovation projects of companies from different sectors (i.e. banking, insurance and fashion).

Tasks included startup scouting, proof of concept development, project management and analytics



DIGITAL MARKETING

Bonfiglioli Engineering

The student participated in a company-wide digital marketing transformation project. The intern worked on improving SEO performance, completing data analytics and management tasks, developing lead generation and a digital marketing strategy to create global presence in the relevant sector.



DEVELOPMENT OF AN INTERNAL SOCIAL MEDIA NETWORK PLATFORM

Clementoni

The student worked with the Innovation and the Marketing teams in order to develop a digital tool to allow staff to share insights, trends and suggestions specific to the sector with the aim of stimulating ideas for innovative products.

The student completed an analysis of markets, insights and trends and collaborated with developers during the whole platform development phase.



DIGITAL COMMUNICATION STRATEGY

Porsche Italia

A group of students worked to develop a new after sales communication strategy. Students completed a competitor analysis and client profiling to then develop a relevant communication strategy, including which channel to use, the tone of voice, etc.



HR PEOPLE ANALYTICS

Wuerth Italia

The student analyzed a complex set of data given by the HR team to analyse and improve various aspects related to HR management. In particular, the student completed a predictive analysis in order to scout sales professionals that can bring business and, at the same time, are willing to stay in the company long term (ensuring their engagement and retention).



DEVELOPMENT OF A NEW E-COMMERCE WEBSITE

Keyline USA

The student worked on a project aimed at developing a new e-commerce website to promote a B2C and B2B strategy.

After an initial market analysis, the student selected which products to include in the e-commerce and then managed the backend and frontend development and UX design. The students also supported in the market launch of the e-commerce, providing support in the definition and development of the relevant marketing campaigns.