



The SERVICE BUSINESS
in the sharing economy era
A proposal for "learning through travel" in ITALY

PROGRAMME

Tuesday, 9 October 2018

- 10:00:** Presentation of TIAS Study Trip (Prof. Manfredi Bruccoleri)
- 10:20:** Presentation of the Department of Industrial and Digital Technology (DIID) of the University of Palermo
- 10:30:** Seminar on "Crowdsourcing and Crowdfunding for the Service Business" by Prof. Giovanni Perrone and Dr. Paolo Roma of the University of Palermo
- 12:30:** Discussion
- 15:00:** ENGINEERING INGEGNERIA INFORMATICA (the largest Italian Software and IT services company), Company presentation and visit

Wednesday, 10 October 2018

- 10:00:** ARCA Business Incubator (within the Campus of the University of Palermo). Company presentation and visit
- 14:30:** Walk around the Arab-Norman Route in Palermo downtown UNESCO World Heritage (touristic guide included).

Thursday, 11 October 2018

- 09:30:** ISMETT Medical Center, Company presentation and visit
- 14:30:** Time for team-work. Each team prepares its "Sharing-economy Service Idea". The students are free to work in the Hotel facilities (instructions in the next page)

Friday, 12 October 2018

- 09:30:** Students' Elevator Pitch about their "sharing-economy Service Idea" at the conference room of the Hotel

TIAS