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LEE IACOCCA

approved by  
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INSTITUTE®

in collaboration with  
World Complexity Science Academy

# Raise your business

# Lead your future

## 1° Edition - 3 - 14 April 2017 - Napoli

*Raise your business, lead your future is a two week program, organized in five modules. It works in the Higher Education International area and aims to assist young professionals that want to introduce their own project in the global market. The primary goal is to achieve the creation or elaboration of an individual (or group) project through the different interpretations of the Project Management with a theoretical and practical approach that allow to immediately apply what each participant learned. Each course will be structured through the use of case studies and some project idea that will be arranged in this program: the participants will develop a business plan about an initiative they prefer, through: the basic marketing skills, the use of methods and tools to support the analysis, planning and implementation of marketing decisions. Through this training program we intend to give a mix of basic know-hows that will make all the participants able to realize their project. From the first steps the students will be immersed in a concrete and dynamic experience. The course, in addition, wants to provide an expansion of knowledge and aims to become a common place to create a network and new partners.*

 **Subject Matters** *Public Speaking | Team Building | Project Management | Business Planning | Marketing*

### Why the Course ?

- To set the project proposal properly
- To choose the right index
- To learn how to manage and supervise the project
- To understand how to decide priorities among projects
- To manage risks
- To seize opportunities
- To choose instruments and tools

### Beneficiaries

This course is addressed to students and young professionals who want to start a different path in education, who want to learn more in a different way, who want to grow their expertise through getting more skills in management, project management, marketing, and public speaking. The main idea is to let the participants become aware of their potentialities and abilities in order to lead the future.

In particular it is addressed to:

- People who want to raise a business or want to begin a start-up;
- People who are team member of a group with a new project idea to realize;
- People who are in the field of management or want to learn more about project management;
- Young business man;

### Aims

- Build a project and realize innovation
- Provide all elements that allow you to build a custom path starting from the map of the possibilities
- Analyze the methodologies, the estimation methods, and construction of the project budget
- Build up a business case of a project
- Realize the project

## Teachers from the world

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Computer Aid, Inc.  
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## more info

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