



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Lingue, Letterature
e Culture Straniere



FAIRLEIGH
DICKINSON
UNIVERSITY

2024 HUMANITIES SUMMER SCHOOL

'Make' in Italy: An Introduction to Entrepreneurship and Startups

C/o CYFE, Center for Young and Family Enterprise (University of Bergamo), within the broader entrepreneurship education offerings available on the [CREO platform](#); Project Manager Prof. Davide Hahn

The entrepreneur is an agent of change and an innovator who seizes opportunities and needs in a wide range of fields. Radical and rapid changes in new technologies (such as information technologies, biotechnologies, new materials, renewable energies), opportunities coming from a globalized and interconnected economy, and societal trends (new approaches to health, aging and lifestyles) enable the establishment of startups in different sectors. The course moves from the idea that the entrepreneurial culture fosters innovation and that there are phenomena and dynamics that characterize an "Italian way" to entrepreneurship: regional and sectorial variety of innovation ecosystems, diffused craftsmanship that meets digital transformation, entrepreneurial models based on families and communities, and so on. The course is mainly practical (through laboratory activities) and challenges students to explore innovative ideas of new businesses and discover their potential.

At the end of the course students will be able to:

- analyze the value of an entrepreneurial idea through different perspectives;
- master the tools needed to establish and develop a startup project.

Contemporary Visual Culture

Prof. Barbara Grespi (University of Milan)

The course will delve into the lines of contemporary visual culture with a focus on photography, cinema and the new media of extended realities. It will be divided into 3 modules of 10 hours: the first 10 hours will be dedicated to the new nature of algorithmic images, their operational character and their different capacity to attest reality, especially in war contexts; 10 hours will be dedicated to the impact of artificial intelligence on photography, and the last module will be devoted to the revision of the cinematographic language in extended realities.