



ITU Centres of Excellence Network for Europe
The Abdus Salam International Centre for Theoretical Physics
FACE-TO-FACE Training Course on
INTERNET OF THINGS (IoT) ENTREPRENEURSHIP
Trieste, Italy
November 6-8, 2019

COURSE OUTLINE

COURSE DESCRIPTION

Title	INTERNET OF THINGS (IoT) ENTREPRENEURSHIP
Objectives	The rise of Internet of Things (IoT) has many names, including The Next Industrial Revolution and Industry 4.0. As with any emerging technology, entrepreneurs worldwide are impatient to build IoT businesses. While every company's IoT product offerings will differ, there are some basic items that must be addressed in order to build a successful IoT business. This capacity building course will introduce the general entrepreneurship concepts and will then focus on IoT business models and user cases.
Dates	November 6-8, 2019
Duration	3 days
Registration deadline	25 October, 2019
Training fees	USD 500
Course code	19WS24313EUR-E

LEARNING OUTCOMES

- Describe the basic principles of entrepreneurship, innovation and digital transformation
- Describe the basic principles of digital marketing
- Describe the legal aspects of starting a business
- Identify the role of IoT within the digital transformation of society and companies
- Describe the differences between IoT and non-IoT businesses

TARGET POPULATION

The training course is designed for:

- Electrical engineers
- Telecommunications engineers
- Computer scientists
- Regulators
- Telecom Operators
- Networks Operators

TUTORS/INSTRUCTORS

NAME OF TUTOR(S)/INSTRUCTOR(S)	CONTACT DETAILS
Srdjan Krco, DunavNET	srdjan.krco@dunavnet.eu
Marco Zennaro, ICTP	mzennaro@ictp.it
Ermanno Pietrosevoli, ICTP	ermanno@ictp.it

EVALUATION

Presentations and practical exercises will be evaluated and a final exam with multiple choices for grading using the following weights will be issued.

$$G = 0.3xW + 0.4xM + 0.3xI$$

Where: W – presentation grade, M – written exam/multiple choice grade, I –practical exercises grade

TRAINING SCHEDULE AND CONTENTS / AGENDA

Agenda (for face-to-face courses)

Date	Time	Topics/Activities
6/11/2019	Morning session	Introduction to IoT (MZ)
		Telecom aspects of IoT (EP)
	Afternoon session	IoT solutions: business features and users' benefits
7/11/2019	Morning session	IoT business models/selling IoT solutions
	Afternoon session	Creating business model canvas for selected IoT solutions (group work)
8/11/2019	Morning session	IoT - ethics, privacy and regulations
	Afternoon session	Open discussion – experience and stories from a life of an entrepreneur.

METHODOLOGY

The course will include instructor-led presentations, case studies, practical exercises and study assignments.

COURSE COORDINATION

Course coordinator: Name: Marco Zennaro Email address: mzennaro@ictp.it	ITU coordinator: Name: Jaroslaw Ponder Email address: jaroslaw.ponder@itu.int
--	--

REGISTRATION AND PAYMENT

ITU Academy portal account

Registration and payment should be made online at the ITU Academy portal. To be able to register for the course you **MUST** first create an account in the ITU Academy portal at the following address:
<https://academy.itu.int/index.php/user/register>.

Training registration

When you have an existing account or created a new account, you can register for the course online at the following link: <https://academy.itu.int/index.php/training-courses/full-catalogue/internet-things-iot-entrepreneurship>

You can also register by finding your desired course in our training catalogue <https://academy.itu.int/index.php/training-courses/full-catalogue>.

Payment

1. On-line payment

A training fee of USD 500 per participant is applied for this training. Payments should be made via the online system using the link mentioned above for training registration <https://academy.itu.int/index.php/training-courses/full-catalogue/internet-things-iot-entrepreneurship>

2. Payment by bank transfer

Where it is not possible to make payment via the online system, select the option for offline payment to generate an invoice using the same link as above. Download the invoice to make a bank transfer to the ITU bank account shown below. Then send the proof of payment/copy of bank transfer slip and the invoice copy to Hcbmail@itu.int and copy the course coordinator. **All bank transaction fees must be borne by the payer.**

Failure to submit the above documents may result in the applicant not being registered for the training.

3. Group payment

Should you wish to pay for more than one participant using bank transfer and need one invoice for all of them, create an account as **Institutional Contact**. **Institutional Contacts** are users that represent an organization. Any student can request to be an institutional contact or to belong to any existing organization.

To do this, head to your profile page by clicking on the **“My account”** button in the user menu. At the bottom of this page you should see two buttons:

- a. If you want to **become an institutional contact**, click on the “**Apply to be an Institutional Contact**” button. This will redirect you to a small form that will ask for the organization name. After you fill the name of the organization you want to represent, click on “**continue**” and a request will be created. An ITU Academy manager will manually review this request and accept or deny it accordingly.
- b. If you want to **belong to an existing organization**, click on the “**Request to belong to an Institutional Contact**” button. This will redirect you to a small form that will ask you to select the organization you want to join from an organization list. After you select the correct organization, click on “**continue**”, a request will then be created. The Institutional Contact that represents that organization will manually accept or deny your request to join the organization.

ITU BANK ACCOUNT DETAILS:

Name and Address of Bank:	UBS Switzerland AG Case postale 2600 CH 1211 Geneva 2 Switzerland
Beneficiary:	Union Internationale des Télécommunications
Account number:	240-C8108252.2 (USD)
Swift:	UBSWCHZH80A
IBAN	CH54 0024 0240 C810 8252 2
Amount:	USD 500
Payment Reference:	CoE-EUR 24313-WBS P.40595.1.09

4. Other method of payment

If due to national regulations, there are restrictions that do not allow for payment to be made using options 1 & 2 above, please contact the ITU coordinator for further assistance.

CERTIFICATES

Each fully registered participant who will successfully complete the course, based on the evaluation, will receive an ITU Certificate after the course.