



ERASMUS+ PROGRAMME

Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

HANDS

**Traditional Craft Heritage Training, Design and Marketing in Jordan
and Syria**

Project Management Workshop

Università degli Studi Guglielmo Marconi

Jordan University of Science & Technology

Online

July 7th, 2021



Co-funded by the
Erasmus+ Programme
of the European Union

This Project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Venue: Online 14:00 – 17:00 Amman local time

Wednesday, July 7, 2021

Wednesday, July 7, 2021	
13:45 – 14:00	Registration
14:00 – 14:10	Welcome to HANDS project by the General Coordinator of HANDS Project: Dr. Loai Dabbour HANDS in Brief: <ul style="list-style-type: none">❖ Goals and Objectives❖ Expected results and impact
14:10 – 16:30	Incubators in Jordan , JUST incubator as a case study Dr. Mohannad Theeb Aljarrah
	Project Management in the Business World Dott. Arturo Lavalle, Head of the Research and Development department
	The Business Plan: purpose, structure and operational breakdown Prof. Donatello Aspromonte, teaches Startup Strategy in the Economics department at Guglielmo Marconi University
	The history and evolution of Digital Marketing Prof. Tommaso Saso, teaches marketing and business organisation in the Economics department at Guglielmo Marconi University
16:30 – 17:00	Virtual Coffee break Discussion