DIGITALTRADE24

HIGHER TECHNICIAN FOR COMMERCIAL PRODUCT MANAGEMENT
https://www.itsprime.it/corsi-itsprime/digitaltrade24/

The course is fully funded under Mission 4 - Component 1 Investment 1.5 of PNRR - Strengthening the training offer of the "ITS Academy".

Free for participants.

The ITS Prime Foundation has also provided for the award of **Scholarships** on the basis of merit and income. The terms and criteria for allocation and disbursement will be defined and communicated to students attending with appropriate notices and regulations.

Type of course:
Two-year course in higher education.

Teaching location:
the course will take place mainly at the ITS PRIME locations in **Florence**. Some of the activities may be held in the technological laboratories of the Universities, Companies and Entities that collaborate with the ITS Prime Foundation. They may also be held occasionally in structures of educational or scientific interest located elsewhere. The internships may take place in companies located in any part of the regional, national and/or European territory.

Registration deadline: 26th September 2024, 11pm.

Type of final Diploma:
Diploma in " HIGHER TECHNICIAN FOR CUSTOMIZATION AND TECHNICAL BUSINESS MANAGEMENT OF MECHATRONIC PRODUCTS " (Ambito 6.1 - Sviluppo e innovazione del processo e del prodotto - Figura 6.1.1 dell'allegato 1 – DM 203 del 20.10.2023) with indication of specialization of the course in **"COURSE FOR HIGHER TECHNICIAN FOR COMMERCIAL PRODUCT MANAGEMENT"** with the certification of the competences corresponding to the **European Qualifications Framework for lifelong learning (EQF) level 5** and constitutes a qualification for access to public competitions pursuant to Art. 5, paragraph 7, of the D.P.C.M 25 January 2008.

Entry requirements:
possession of secondary school diploma or after the 4-year Diploma of Vocational Education and Training (VET) integrated by a one-year Higher Technical Education and Training (IFTS) course;

age between 18 to 35 years old (not completed on the call deadline date);

basic skills in English and ICT.

Female candidates and/or candidates belonging to disadvantaged categories who have been successful in the selection process will be automatically admitted to participate in the course as trainees, up to the limit of the number of places allocated to them (50% of places to women, 7% to disadvantaged categories in accordance with the provisions of Law 68/1999).

Type of access:
classes can be made up of a **minimum number of 20 students** as required by current national regulations on the matter and a **maximum of 25 students**.

Selection mode
The selection of participants includes:
curricular evaluation by qualifications and experiences,
a written test,
a motivational interview.

Method of enrollment:
see link: https://www.itsprime.it/corsi-itsprime/digitaltrade24/

Methods of recognition of previous training courses:
The student at the time of enrollment may request the recognition of training courses, formal or non-formal, producing the documentation that attests them. The request is submitted to the Scientific Technical Committee that evaluates the coherence of the previous training courses with the Training Units and the modules of the course that the student is going to attend. On this basis the Scientific Technical Committee indicates which modules can be recognized as already learned by the student. Requests for recognition of training credits received after the selection date will not be evaluated.

FONDAZIONE ISTITUTO TECNICO SUPERIORE PRIME
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Course Objectives.
The "DIGITALTRADE24 -Higher Technician for Commercial Product Management" course trains professionals specializing in customer and supplier relationship management in the industrial sector. Skills acquired include analysis of technological needs, design of customized solutions and management of orders, using instruments such as ERP systems and budgeting and cost estimating techniques.

Main job opportunitie
Technical sales engineer
Sales engineer
Key account manager
Marketing specialist

Didactic plan
The two-year course, of 1800 hours in total, takes place in 4 semesters with a didactic articulation that provides:
classroom lessons and laboratory activities (1040 hours),
internship, in Italy and abroad (760 hours). Any foreign internships are carried out with the European Erasmus+ programme.
Lesson time: Monday to Friday with a weekly commitment of 35-40 hours. Interruptions in teaching activities will be planned for holidays, summer and winter vacations.
The entire training course is carried out in close connection with the mechanic sector companies. The teaching team is composed of at least 70% of experts from the world of production, professions and work with a specific professional experience in the field. In particular is involved the staff of the companies, partners of ITS Prime Foundation.
Teachers from the School, University, Research Centres and Vocational Training will also be involved. Seminars, testimonies of key protagonists in the sector and visits to fairs, events, companies and installations of particular interest will complete the path of studies.

Possibility of access to further studies
The diploma may be integrated into a subsequent university course, with recognition of university credits (CFU) on the basis of the didactic regulations of the individual universities. In this regard, please refer to the regulations in force.

Regulations for the conduct of exams and other forms of school profit assessment
Each ITS PRIME course is biennial and consists of Training Units, divided into Didactic Modules.
At the end of each Didactic module, a 100-scale assessment is planned. For the modules with many hours of lessons, intermediate verifications are foreseen. Students, after having attended the course for at least 80% of the total hours of lessons, and having obtained in all the

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Didactic modules at least 60/100, are admitted to the final exam. The exam consists of technical-practical tests and an interview.

Course structure
Training Units and Teaching Modules

UFC 1 - EMPOWERMENT E TEAM BUILDING
1.1   Outdoor Training (in ambiente esterno)
1.2   Laboratorio di Self Empowerment e Team Building
1.3   Problemsetting and solving - decision making - time management

UFC 2 - ORIENTATION TOWARDS WORK AND ENTERPRISE
2.1   The enterprise and the employment relationship (contracts)
2.2   Company organisation and organisation charts
2.3   Supply Chain Management

UFC 3 - LANGUAGE SKILLS
3.1   English Theory
3.2   English Laboratory
3.3   Technical English

UFC 4 - QUALITY, SAFETY AND ENVIRONMENT
4.1   Quality policies in the use of processes (ISO 9001)
4.2   Safety and prevention of accidents in the workplace (high risk)
4.3   Green enterprise; iso 14000, sustainability and eco-compatibility of industrial production

UFC 5 - ANALYSIS OF TECHNOLOGICAL NEEDS AND SUSTAINABILITY REQUIREMENTS
5.1   Analysis of the customer's technological needs
5.2   Analysis and evaluation of the sustainability requirements of the product-process
5.3   Application of the principles of Product Lifecycle Management (PLM)

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5.4   Case studies and practical applications

UFC 6 - PRODUCT CUSTOMIZATION AND COORDINATION WITH TECHNICAL OFFICES

6,1   Identification of the customer's personalized needs
6,2   Customization techniques for mechatronic products
6,3   Use of PLM for customization
6,4   Coordination and integration with the technical and programming offices for the definition of product specifications
6,5   Integration with CAD/CAM and MES systems for design and production
6,6   Management of technical documentation and bills of materials
6,7   Simulations and role-playing

UFC 7 - FORMULATION OF TECHNICAL OFFERS AND COMMERCIAL

7.1   Analysis of customer requirements for the offer
7.2   Quoting and cost estimation techniques
7.3   Formulation of customized technical offers
7.4   Risk analysis and management of critical issues
7.5   Case studies and practical applications

UFC 8 - PLANNING AND MANAGEMENT OF INSTALLATION, TESTNG AND ORDER MANAGEMENT PROCESSES

8.1   Elements of Agile Project Management
8.2   Planning of installation and testing processes
8.3   Management of orders and customer relationships
8.4   Process monitoring and continuous improvement

UFC 9 - MANAGEMENT OF CUSTOMER SERVICE AND POST-SALES ASSISTANCE

9.1   After-sales assistance and support techniques
9.2   Customer relationship management
9.3   Problem resolution and complaint management
9.4   Case studies and practical applications

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UFC 10 - PRODUCT MARKETING AND PROMOTION TECHNIQUES WITH CRM SYSTEMS

10,1 Product marketing and product promotion strategies
10,2 Use of CRM systems for managing customer relationships clients
10,3 Market analysis and competitor benchmarking
10,4 Definition of communication and promotion plans
10,5 Participation in trade fairs and industry events
10,6 Case studies and practical applications

UFC 11 - DATA ANALYSIS FOR COMMERCIAL PURPOSES AND PRODUCT DEVELOPMENT

11.1 Design and management of relational databases
11.2 Python Programming Fundamentals
11.3 Non-relational and NoSql Databases
11.4 Data analysis for commercial purposes and product development
11.5 Development of Web applications for commercial purposes

UF 12 - INTERNSHIP

12.1 Company internship

Timetable and credits for teaching modules

Modules Code	Teaching	Hours UFC	Hours First year	HoursSecond year	Credits First year	Credits Second year
Acronym	**DIGITALTRADE24**					
Title	**Higher Technician for Commercial Product Management**					
	UFC 1 - EMPOWERMENT E TEAM BUILDING	**40**	**First year**		**First year**	**Second year**
1.1	Outdoor Training (in ambiente esterno)		8		2	
1.2	Laboratorio di Self Empowerment e Team Building		16			
1.3	Problemsetting and solving - decision making - time management		16			
	UFC 2 - ORIENTATION TOWARDS WORK AND ENTERPRISE	**32**		**Second year**		**Secondo anno**
2.1	The enterprise and the employment relationship (contracts)			8		1
2.2	Company organisation and organisation charts			12		2
2.3	Supply Chain Management			12		2
	UFC 3 - LANGUAGE SKILLS	**60**	**First year**		**First year**	
3.1	English Theory		32		2	
3.2	English Laboratory		20		1	
3.3	Technical English		8		1	
	UFC 4 - QUALITY, SAFETY AND ENVIRONMENT	**44**	**First year**		**First year**	
4.1	Quality policies in the use of processes (ISO 9001)		16		1	
4.2	Safety and prevention of accidents in the workplace (high risk)		16		2	
4.3	Green enterprise; iso 14000, sustainability and eco-compatibility of industrial production		12		1	
	UFC 5 - ANALYSIS OF TECHNOLOGICAL NEEDS AND SUSTAINABILITY REQUIREMENTS	**96**	**First year**		**First year**	
5.1	Analysis of the customer's technological needs		32		3	
5.2	Analysis and evaluation of the sustainability requirements of the product-process		24		3	
5.3	Application of the principles of Product Lifecycle Management (PLM)		24		2	
5.4	Case studies and practical applications		16		1	
	UFC 6 - PRODUCT CUSTOMIZATION AND COORDINATION WITH TECHNICAL OFFICES	168	**First year**		**First year**	
6,1	Identification of the customer's personalized needs		24		2	
6,2	Customization techniques for mechatronic products		40		3	
6,3	Use of PLM for customization		24		2	
6,4	Coordination and integration with the technical and programming offices for the definition of product specifications		24		3	
6,5	Integration with CAD/CAM and MES systems for design and production		24		2	
6,6	Management of technical documentation and bills of materials		16		2	
6,7	Simulations and role-playing		16		2	
	UFC 7 - FORMULATION OF TECHNICAL OFFERS AND COMMERCIAL	112	**First year**		**First year**	
7.1	Analysis of customer requirements for the offer		32		3	
7.2	Quoting and cost estimation techniques		24		2	
7.3	Formulation of customized technical offers		24		2	
7.4	Risk analysis and management of critical issues		16		1	
7.5	Case studies and practical applications		16		1	
	UFC 8 - PLANNING AND MANAGEMENT OF INSTALLATION, TESTING AND ORDER MANAGEMENT PROCESSES	88	**First year**		**First year**	
8.1	Elements of Agile Project Management		16		1	
8.2	Planning of installation and testing processes		24		3	
8.3	Management of orders and customer relationships		24		3	
8.4	Process monitoring and continuous improvement		24		2	
	UFC 9 - MANAGEMENT OF CUSTOMER SERVICE AND POST-SALES ASSISTANCE	**76**	**First year**		**First year**	
9.1	After-sales assistance and support techniques		24		2	
9.2	Customer relationship management		24		2	
9.3	Problem resolution and complaint management		16		2	
9.4	Case studies and practical applications		12		1	
	UFC 10 - PRODUCT MARKETING AND PROMOTION TECHNIQUES WITH CRM SYSTEMS	124		**Second year**		**Second year**
10,1	Product marketing and product promotion strategies			32		2
10,2	Use of CRM systems for managing customer relationships clients			24		2
10,3	Market analysis and competitor benchmarking			24		2
10,4	Definition of communication and promotion plans			24		2
10,5	Participation in trade fairs and industry events			8		1
10,6	Case studies and practical applications			12		1
	UFC 11 - DATA ANALYSIS FOR COMMERCIAL PURPOSES AND PRODUCT DEVELOPMENT	200		**Second year**		**Second year**
11.1	Design and management of relational databases			40		3
11.2	Python Programming Fundamentals			40		3
11.3	Non-relational and NoSql Databases			40		3
11.4	Data analysis for commercial purposes and product development			40		3
11.5	Development of Web applications for commercial purposes			40		3
	UF 12 - INTERNSHIP	**760**		**Second year**		**Second year**
12.1	Company internship			760		30
	TOTAL HOURS	**1800**	**684**	**1116**	**60**	**60**

ECTS credit system
For each course, ITS PRIME has adopted the calculation of credits according to the credit system used in the European Higher Education space ECTS (European Credit Tranfert System). For the credits of an annuity there are, as for most Higher Education annuities, 60 credits. Typically 1 credit is equivalent to 25 hours of work between classroom (or laboratory for practical activities) and individual study . For each Didactic Module, the workload necessary for students to achieve the intended learning outcomes was assessed by assessment experts and module teachers. Lecture hours were considered 30% or 50% of the total workload hours according to the theoretical or theoretical-practical nature of the different modules. Time spent on company internship and laboratory activities was considered 100% of the workload.

Language of lessons
Italian

Course calendar
The course will start by October 30, 2024 and will end by June 2026. The actual start date of the course will be communicated via the ITS Prime Foundation website (www.itsprime.it).