



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

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Academic Highlights

UNIMARCONI LAUNCHES ACCREDITED PROGRAMS IN ASIA

Unimarconi becomes the first Italian university to offer recognized programs in Singapore. This milestone was achieved thanks to the authorization issued by the Committee for Private Education (CPE), the Singapore government agency responsible for regulating education provided by private entities. In collaboration with our local partner, Lithan Academy, Unimarconi will deliver two prestigious programs: the Master in Digital Marketing and the Master in Computer Science.

This opportunity offers Singaporean and international students the possibility of scholarships offered by the Government of Singapore, the ability to apply for a residency visa to the city-state, and access to further study paths. The relevance of this authorization cannot be underestimated. The qualifications obtained from Unimarconi are globally recognized by the industry sector, providing students with international career opportunities and a significant competitive advantage. The approval of the CPE represents a significant recognition of Unimarconi's commitment to providing a cutting-edge academic and professional offer.

As Arturo Lavalle, Head of the R&D and International Relations Area of the university, underlines: "We have always placed the focus on quality by operating in compliance with the criteria and regulatory standards both at national and international level. The strength of this result lies in the fact that it was achieved in a highly competitive context where it is necessary to compete with players of global size and depth. This highly challenging aspect drives us to work with a view to continuous improvement and to strengthen our presence in an extremely strategic region, such as South East Asia, of which Singapore is not only a financial and digital hub but also an educational and research hub".

Quality and international positioning are two pillars of Unimarconi's mission which are very important to the President Alessio Acomanni, who states that "the university will continue to invest in strengthening its international dimension by enhancing its educational offer in a flexible and dynamic way to respond to continuous and sudden changes in the globalized labor market. In this perspective, the goal is to continue offering a high-level learning experience for students from all over the world, contributing to their professional and personal success. We are proud to open the door to new educational opportunities and expand the international reach of Italian higher education."

Great satisfaction was also expressed by the CEO of Lithan Academy, Leslie Loh, who declared "I congratulate Unimarconi for achieving this historic result which highlights the university's efforts towards academic excellence and compliance with international quality criteria. Through our partnership, both students from Singapore and those from other countries will be able to access two globally recognized Masters. CPE approval paves the way for important educational opportunities and international career prospects. We are proud to support Unimarconi in expanding the reach of Italian higher education and offering students world-class educational experiences that foster their personal and professional growth".



HANDS THIRD FACE-TO-FACE STEERING COMMITTEE MEETING

The HANDS (traditional craft Heritage trAining, designN and marketing in jorDan and Syria) project aims at creating a potential Levantine vocational craft project in Middle East based on high expertise of Syrian and Jordanian craftsmen and to serve the community in the field of vocational skills training projects.

To do so, Partners will provide practice oriented career-relevant education in short and intense courses that lead to accredited vocational diploma degree preparing craftsmen for professional practice in craft heritage projects through the establishment of traditional craft centres in Jordan and Syria.

The project is coordinated by Al-Zaytoonah University of Jordan (ZUJ) and involves 6 European partners, WUSMed, Blue Room Innovation S.L., CESIE, Università degli Studi di Firenze (UNIFI), Università degli Studi Guglielmo Marconi (USGM), Hochschule Ostwestfalen-Lippe, 3 Jordanian universities, namely Jordan University of Science and Technology (JUST), Hashemite University (HU), Karmeh Design Studio (KDS), and 3 Syrian universities: Tishreen University (TU), Manara University (MU) and Albaath University (ABU).



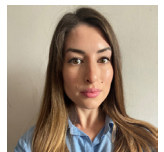
On the second day of meeting, the Consortium had the opportunity to travel to the surroundings of Girona to visit the Terracotta Museum, a museum dedicated to the Spanish terracotta history and handicraft, the Bussoga, a ceramic handicraft atelier located in Sant Jordi Desvalls, and the Can Pinyolaire, to know more about the restoration of the Romanesque stained glass windows of the Cathedral of Girona.

For further information, please visit <http://www.zuj.edu.jo/HANDS/> or send an e-mail to progettieuropesi@unimarconi.it

With the aim of helping in the training, design and development of marketing strategies of craft heritage projects, EU partners met the Jordanian and Syrian partners in Girona, Spain on the 24th and 25th of May 2023 for the third face-to-face steering committee meeting.

During the meeting, partners discussed the latest stages of the project and the results achieved since the last steering committee. In particular, Guglielmo Marconi University – leader of two Work Packages – presented an update regarding WP4, related to the Purchase of equipment and workshop materials, and WP6, concerning the Traditional Craft contemporary design guidance and counseling programs for the career sector.

by Flaminia Mammetti



Spotlight on Research

GASIFICATION INTEGRATED WITH CO2 CAPTURE AND CONVERSION



Unimarconi team travelled to Toulouse (France) to take part in the consortium meeting for the Project GICO “Gasification Integrated with CO₂ capture and conversion”, a 4 Million Euros collaborative research project coordinated by University Marconi. The meeting took place a Marion Technology headquarters near Toulouse, a company partner of the project specialising supplying of ceramics powders and nanostructured materials.

The project, funded by the European Commission under the framework of the Horizon 2020 programme, aims to develop an advanced, smart and flexible approach to convert bioenergy and RES electricity excess into biofuel and on-demand power production, so producing fuel for the transport sector meanwhile balancing the grid stability. The meeting was the chance for the 11 partners involved into the project to discuss the results achieved and plan the activities for the future. The project, started in December 2020, will end in November 2024.

by Leo Donato

Glance at the Future

Revolutionizing Higher Education: The Role of Artificial Intelligence

In recent years, artificial intelligence (AI) has permeated various sectors, revolutionizing how industries operate and improving efficiency and accuracy. One sector that has experienced significant transformation is higher education. As universities and colleges grapple with increasing student populations and diverse learning needs, AI has emerged as a powerful tool to enhance the educational experience, streamline administrative processes, and personalize learning journeys.

One of the most promising aspects of AI in higher education is its potential to revolutionize personalized learning. Traditional classroom settings often struggle to accommodate diverse learning paces and styles. AI-driven platforms can tailor content delivery based on individual student needs, ensuring optimal comprehension and retention. By analyzing students' past performances, preferences, and learning behaviors, AI can recommend learning resources, identify areas of improvement, and even predict at-risk students who might need additional support.

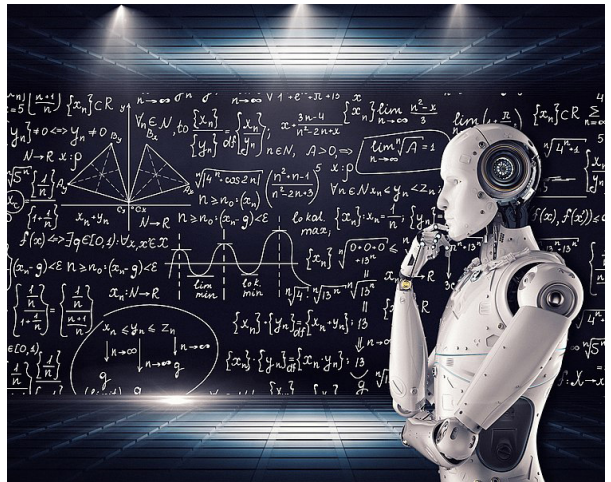
AI's also impact on content creation and delivery cannot be overstated. Professors and educators can harness AI-powered tools to develop interactive and engaging learning materials. Natural language processing (NLP) algorithms enable the creation of virtual tutors, chatbots, and content summarizers that assist students in understanding complex concepts. Additionally, AI can facilitate the real-time translation of lectures, making higher education accessible to international students and transcending language barriers.

Administrative tasks often consume valuable time and resources in higher education institutions. AI can automate various administrative processes, such as admissions, course registration, and student inquiries. Chatbots equipped with AI can handle routine inquiries and assist students, leaving administrative staff free to focus on more complex tasks. Moreover, predictive analytics can optimize course scheduling by anticipating enrollment trends and resource allocation.

AI-driven tools are transforming the research landscape within academia. Researchers can utilize AI algorithms to analyze massive datasets and identify patterns that might have otherwise gone unnoticed. This is particularly relevant in fields like scientific research, where data analysis is critical. AI also fosters collaboration by recommending potential research partners, aiding in literature review, and facilitating knowledge sharing across geographical boundaries.

While the integration of AI in higher education holds immense potential, it also raises important ethical considerations. Institutions must address concerns related to data privacy and algorithmic bias. Ensuring transparency in AI-driven decision-making processes and implementing robust data protection measures is crucial to maintaining trust within the education system.

The future of AI in higher education is promising. As technology continues to evolve, AI systems will become even more

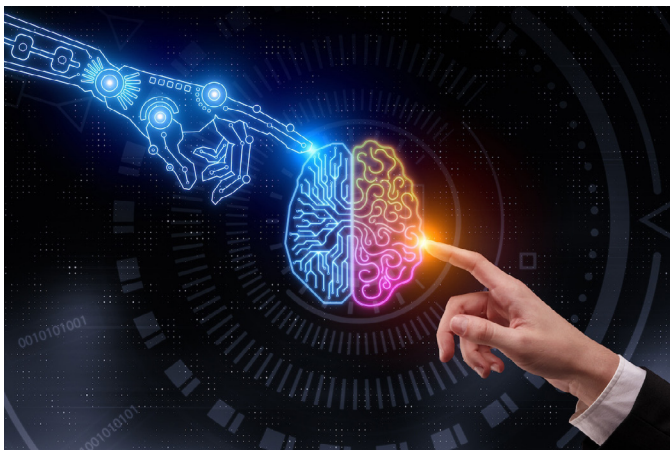


adept at adapting to students' learning needs. Virtual reality and augmented reality could be integrated into classrooms, providing immersive learning experiences. Additionally, AI-powered career counseling could help students make informed decisions about their professional paths based on their skills, preferences, and job market trends.

Artificial intelligence is undeniably changing the landscape of higher education. From personalizing learning experiences to streamlining administrative tasks and advancing research capabilities,

AI offers a multitude of benefits to both educators and students. However, it is essential to approach the integration of AI thoughtfully,

considering ethical implications and ensuring that human touch and expertise remain central to the educational process. By embracing AI's potential while upholding ethical standards, higher education can harness the power of technology to prepare students for the challenges and opportunities of the future.



Empowering Careers: The Conclusion of Project Brand4Careers

In an era of rapidly evolving job markets and dynamic professional landscapes, equipping young individuals with the right skills and tools to enter the workforce has never been more crucial. Recognizing this need, the Brand4Careers project emerged as a collaborative effort involving students, career professionals, job agencies and training institutions across Europe. This innovative project aimed to create a bridge between education and employment, empowering individuals with the necessary skills and insights to navigate the complexities of the modern job market.



Students from various institutions and backgrounds, together with seasoned career professionals, contributed to the research phase. The research involved surveys that targeted two key aspects: identifying the soft skills most in demand within the current Italian labor market and uncovering gaps in digital skills among the career professionals. Their active participation enriched the project's insights, providing a deeper understanding of the soft skills required in the contemporary work environment. These findings served as the bedrock for the subsequent development of a tool tailored for personal branding enhancement.

ICareer centers and coaches were encouraged to integrate the innovative personal branding methodology into their curricula and student activities, ensuring the wider dissemination of the project's insights.



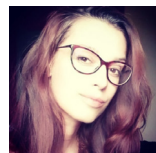
BRAND4CAREERS

The tools developed through Brand4Careers were poised to enhance their work activities with students, offering a valuable means to develop skills, optimize CVs, and navigate the complex world of job searching and self-presentation. Feedback from project participants underscored the significance of these tools, affirming that they facilitated a deeper understanding of practical tools for career development and improved their employability prospects.

By engaging students, career professionals, and institutions, this initiative has effectively bridged the gap between education and employment, offering essential tools for personal branding, skill development, and professional growth. As the project's insights and tools continue to ripple across the academic and professional landscape, they promise to empower a new generation of individuals to thrive in the ever-evolving world of work..

To know more about the ways to improve your career opportunities, please visit <https://brand4careers.eu/>

by **Darina Chesheva**





GMU Magazine has been released with the contribution of all academic staff and partners around the world, if you wish to contribute highlighting any important news in accordance with the line of the release, please do not hesitate to contact us sending an email to d.chesheva@unimarconi.it