



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Dipartimento di
Comunicazione ed Economia



**Manchester
Metropolitan
University**



**Università di Modena e Reggio Emilia
Dipartimento di Comunicazione ed Economia**

**Collaborative Online International Learning (COIL)
Vodafone International Case Competition
23rd - 26th March 2026**

Provisional programme

Structure

- **Day 1 (Monday 23rd March):** Kick-off workshop and lectures introducing Vodafone's global operations. Vodafone representatives to be present at the start. Suggested start time: 10am (UK), 11am (Italy), 12pm (Egypt). These times are TBC.
- **Days 2–3 (Tuesday 24th March – Wednesday 25th March):** Team-based research on Vodafone's business model and market strategies in the UK, Egypt, and Italy. Alternatively, if Vodafone has any particular steer they would like to give to students (e.g. something related to Phase 2 of the project), then this is also an option. Details are TBC.
- **Day 4 (Thursday 26th March):** Team presentations to Vodafone Egypt management (15-minute presentation + 10-minute Q&A per team). Suggested start time: 10am (UK), 11am (Italy), 12pm (Egypt). These times are TBC.

Team Composition

Four mixed teams, each including students from all three universities, to maximize cross-cultural learning and collaboration.

Research Focus

Students will explore Vodafone's operations in each country, with the topic aligned to AUC's final-year undergraduate module and Vodafone's strategic interests. The research may be general or tailored to specific themes Vodafone wishes students to understand ahead of Phase 2.

Outcome

Each team will present their findings virtually to Vodafone Egypt. While the COIL phase is collaborative, a winning team may be selected based on presentation quality and insight.

The final programme will be communicated to participants before the start of the activities.
For further information on the programme, please contact **Professor Stefano Ghinoi** (stefano.ghinoi@unimore.it).