



Master course outline

OPEN INNOVATION & YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR

A new generation of INNOVATION MANAGERS

CIHEAM Bari and the University of Bari (UNIBA) are launching a new Master in "Open Innovation & Youth Entrepreneurship In the Mediterranean Agrifood Sector", in collaboration with the Mediterranean Innovation Partnership (MIP), and with the technical support of Almacube (the spin-off of the University of Bologna specialized in open innovation), and the most significant associations of Apulian companies and cooperatives: Confindustria, Legacoop, Confcooperative.

Period: December 2020 - June 2021

Objectives

The focus of this programme is to empower the younger generations and improve their employability opportunities by promoting their active involvement in the economic development of their regions: **a new generation of innovation managers**. The course will enhance youth entrepreneurship and innovation skills, in order to make them able to:

- enhance entrepreneurial culture;
- contribute to the design, development and implementation of innovative projects (development of new products/services, adoption of new production processes, access to new markets) within existing enterprises and organizations (innovation managers);
- launch new business initiatives (start-ups), with a role in the development of the business idea and its implementation;
- provide consultancy services to promote the Knowledge transfer and the introduction of business innovation processes and methods (innovation brokers).

Learning outcomes

Upon completion of the Master course, students acquire **knowledge skills** (implementation of participatory approaches, team building and management, start-up design and creation, support to innovation processes in agrifood enterprises in Med countries, social innovation in the agrifood sector); **practical skills** (design and implementation of a start-up project in the agrifood sector, organization and management of start-up companies, elaboration of innovation projects (product/process) for agrifood enterprises based on needs analysis); **personal skills** (working in multidisciplinary teams, management of working teams, participatory approaches).

Course structure

The course is organized in weekly units for a total duration of 1500 hours (60 ECTS credits): 360 hours of face-to-face lectures (in presence), an internship of 400 hours at private companies and 740 hours of individual study. The working language is English. A **learning-by-doing approach** will be adopted and the training module will provide an excellent balance between theory and practice.

The programme will balance face-to-face lectures, teamwork and practical work oriented to the elaboration of innovative and entrepreneurial projects, from the design to the validation of innovative solutions, prototyping and market testing, using the technological facilities available at CIHEAM-MEDAB and the University of Bari. They will be developed throughout the course (entrepreneurship laboratory) and further explored and supported by the placement of participants at partner organizations for the preparation of a business project.

Meetups and events will be also organized to introduce the participants to new innovative start-ups and to successful companies in the agrifood sector, in order to foster inspiration through story-telling and best practices analysis. The continuous relationship between enterprises and organizations (mentorship and technical visits), including start-ups (to stimulate peer to peer reviews) represents one of the main advantages of the course.

These entrepreneurial projects will be carried out through the establishment of teams working side by side with external agrifood companies, experts (mentors) and coaches.

The proposed methodology has the objective of ensuring support to the various teams at any stage of the start-up creation, from ideation to validation, from design to start-up.

Lectures and workshops will be complemented by activities carried out by mentors and coaches, experts with different backgrounds, with the aim of enlarging the vision and broadening prospects of the students to encompass different specialized points of view, to inspire and guide them through a unique personal and customized experience, combining fun and knowledge.

The methodology will be based on the most innovative techniques and tools that are used in the fields of service design, design thinking, trend-watching, lean startup, growth hacking and brand identity, which are capable of creating memorable and successful experiences.

Beneficiaries & Scholarships

Number of participants: min 20-max 30

The course is addressed to graduate students (minimum 3-year degree in all disciplines).

Ten participants coming from non-European CIHEAM Member countries **will compete for a scholarship** granted by the CIHEAM Bari that will cover all costs (registration, board and lodging, travel, insurance and medical assistance, pocket money).

For other selected candidates, the registration fee will amount to **2,500.00 euros**.

Applications

Candidates can apply by sending their CV, degree certificate and a motivation letter to the e-mail address youth&innovation@iamb.it. The deadline for submitting applications is **15 October 2020**.

Selection criteria

Selection will be completed within the end of October 2020 by a joint CIHEAM and UNIBA board, according to the following criteria:

Criteria	Definition	Points
Graduation grade	Until 107/110	0
	108/110	10
	109/110	20
	110/110	30
	110 cum laude	40
Qualifications (academic and not) max 20 points.	Research PhD and specialization schools (each)	10
	Master and/or other degree (each)	5
	Postgraduate and Higher Education Courses (each)	2
	Publication if annexed and linked to the master topic (each)	1
Motivation	low	0
	sufficient	10
	average	20
	high	30
	very high	40

Exclusively **candidates competing for CIHEAM Bari scholarship will undergo a skype interview.**

Language Requirements

A good working knowledge of English is required.

Course program

Module 1: Start-up & Business management

Day 1-2-3

- Startup definitions, theoretical approaches
- Definition of entrepreneur, role in innovation processes
- The startup ecosystem: the role of incubators/accelerators, Venture Capital, Business Angels, crowdfunding

Day 4-5

- Team building
- Introduction to Design Thinking
- Learning from success: best practices from successful startups

Day 6-7-8

- From Business Model to a Business Plan

Day 9-10

- Agile methodologies: time and management, people organization, people recruiting, people management, the importance of the team for a successful startup
- Learning from success: best practices from successful startups

Module 2: Agri-food innovation

Day 1

- SDG and New challenges in the agrifood sector: innovative products, processes, organization, and marketing; How innovation contributes through circular economy to waste and environmental impact reduction

Day 2

- Innovation chain - EIP, knowledge transfer, Innovation broker and manager

Day 3

- New trends in the agrifood sector: innovative products, processes, organization, and marketing; How innovation contributes through circular economy to waste and environmental impact reduction
- Learning from success: best practices from successful startups and innovative enterprise in agrifood sector

Day 4

- Big data and artificial intelligence for Agrifood Sector; The culture of open source applied to agrifood sector

Day 5

- Emerging technologies changing the way of doing business “from farm to fork”: Digital Transformation for food chain smart agriculture, Big Data, IoT, Artificial Intelligence / Machine Learning, Virtual Reality
- Learning from success: best practices from successful startups and innovative enterprise in agrifood sector

Module 3: Social Innovation in agribusiness

Day 1

- Theories and models of social innovation
- Methods of analysis for the identification of social problems and new challenges in rural areas
- Public policies for social innovation

Day 2

- Measuring and evaluating impacts for a sustainable entrepreneurship model. Open Impact Lab.

Day 3

- Design for social innovation in agrofood sector
- Creation of a product-service-system for sustainability investigating the way design can support and trigger social innovation"

Day 4-5

- Working with people and local communities: leadership, group management, Corporate Sustainability, community engagement and management
- Learning from success: Meeting with social enterprises, community cooperatives and other organizations

Module 4: marketing and communication for start-up and innovative enterprises

Day 1

- Digital Marketing and Communication Strategies (Growth Hacking as a useful ally for the start-ups and innovative enterprises)

Day 2

- Digital Marketing for validation of business model and go to market
- Learning from success: Meeting with a start-up, innovative companies, and other organizations

Day 3

- Communication tool
- Learning from success: Meeting with a start-up, innovative companies, and other organizations

Day 4-5

- Brand Development
- Learning from success: Meeting with a start-up, innovative companies, and other organizations

Module 5 Lab: Start-up creation; launching new business initiatives in the agrifood sector (Project work)

Main topics:

How to create your Start-up and launch new business initiatives:

- Identification of ideas and opportunities starting from customers problems and market needs
- Application of a complete process of Lean Start-up and Design Sprint approach to validate the business idea (from Job to Be Done to Value Proposition through Customer Discovery and Customer Validation)
- Develop a brand identity for the new product/service.
- Pitch presentation of the innovative entrepreneurial project.

Module 6 Lab: Open innovation: Design Thinking approach (Project work)

Main topics:

How to create innovative product/service starting from companies' needs.

Design thinking is an approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success. It facilitates new relevant innovative solutions, by building a deep empathy with the people they are designing for and ending with new solutions that are tailor-made to suit their needs.

The aim is to develop an innovative product or service starting from a challenge (need) established with the senior company.

1st step: Intro al Design Thinking

- Presentation of the senior companies
- Team creation and challenge assignment

2nd step:

- Discovery
- Teamwork with senior companies

3rd step

- Development phase
- Teamwork with senior companies

4th step

- Refinement and pitch
- Teamwork with senior companies

Final pitching: Each team will present the new product/service to be implemented in the senior company

MODULE: Internship project with Design Thinking Approach (Stage)

Internship project that each student/team will carry out within a senior company, in collaboration with internal staff, based on the creation and development of an innovative solution starting from a specific challenge.
As methodology they will use Design Thinking.

Evaluation system

The results of the learning activities will be monitored throughout the entire duration of the course upon submission of tests at the end of the training modules.

Participants will prepare and discuss an individual or collective project work applying the acquired knowledge with a final pitch presentation of the innovative entrepreneurial project.

Participants shall attend and actively participate in all lectures, seminars and activities included in the course programme.

Certificate

At the end of the course, successful participants will be awarded a joint Master Certificate accompanied by a diploma supplement.

For more information please address to the e-mail: youth&innovation@iamb.it