



Master course in

OPEN INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR

Financia

THIS MASTER COURSE IS INTENDED TO TRAIN A NEW GENERATION OF **INNOVATION MANAGERS**, ENABLING THEM TO BUILD NEW STARTUPS AND IMPROVE COMPETITIVENESS OF BUSINESSES THROUGH DEVELOPING AND MANAGING INNOVATIVE SOLUTIONS.

This Master course includes face-to-face lectures and two project works (the first one on “lean startup”, and the second one on “open innovation-thinking”), in collaboration with businesses.

An internship period in the most innovative Italian businesses is planned after the project work. Businesses will be involved in all phases of the Master course so as to build continuous student-business interaction.



MAJOR SUBJECTS COVERED

- **Open innovation**
- **Startup & Business management**
- **Agrifood innovation**
- **Social innovation in agribusiness**
- **Marketing and Communication**

RELEVANT INFORMATION

- **Number of participants:** min 20 - max 30
- **Target groups:** Graduate students
- **Registration fee:** 2.500 euros

MASTER COURSE STRUCTURE

- **Start date:** 10 December 2020
- **End date:** June 2021 (6 months)
- **Total duration:** 1.000 hours (60 ECTS credits)
- **Language:** English

For further information: youth&innovation@iamb.it

For further details on the Master course: [CLICK HERE](#)