



Master di I Livello in
**OPEN INNOVATION
AND YOUTH
ENTREPRENEURSHIP
IN THE MEDITERRANEAN
AGRIFOOD SECTOR**



CONFINDUSTRIA PUGLIA



PROGRAMME 2020-2021

**MASTER IN OPEN INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE
MEDITERRANEAN AGRIFOOD SECTOR**

Module 1: Start-up & Business Management

Date (9:00 -13:00 15:00- 17:00)	Subject matter	Lecturer / Organization	Hours	ECTS
14.12-15.12	Startup definitions, theoretical approaches Definition of entrepreneur, role in innovation processes.	Introduction by the Coordinators: Teodoro Miano (UNIBA) and Damiano Petruzzella (CIHEAM Bari) Giordano Dichter- H&D Partners;	12	1,50
16.12	- The startup ecosystem: the role of incubators/accelerators, Venture Capital, Business Angels, crowdfunding. - How to build innovation networks in different countries.	Giordano Dichter- H&D Partners	4	0,50
17.12	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Company / startup <i>Apulia kundi</i> (Danila Chiapperini)	2	0,25
18.12	Team Building	Cristina Palmiotto. Daniela Terrile (co- teaching)	6	0,75
21.12	Introduction to Design Thinking	Francesco DeOnghia- ALMACUBE	4	0,50
21.12	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Company / startup <i>Barilla</i>	2	0,25
From 11/01 to 15/01/2021	From Business Model to Business Plan	Ugo Mendes Donelli- Hugowiz	16	2,00
	Agile methodologies: time and management, people organization, people recruiting, people management, the importance of the team for a successful startup	Ugo Mendes Donelli- Hugowiz	12	1,50
15.01	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Company / startup <i>Cocobook</i> (Nicola Palumbo)	2	0,25

Module 2: Innovation in Agrifood Sector

Date (9:00 -13:00 15:00- 17:00)	Subject matter	Lecturer / Organization	Hours	ECTS
18.01	SDG and New challenges in the agro-food sector: innovative products, processes, organization and marketing; How innovation contributes through circular economy to waste and environmental impact reduction	Teodoro Miano (UNIBA)	4	0,50
	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Nicola Difino	2	0,25
19.01	Innovation chain - EIP, knowledge transfer, Innovation broker and manager	Pacôme Elouna Eyenga EIP-AGRI	4	0,50
	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Nicola Difino	2	0,25
20.01 (9-13)	- New trends in the agrifood sector: innovative products, processes, organization and marketing; - How innovation contributes through circular economy to waste and environmental impact reduction	Nicola Lamaddalena (CIHEAM Bari)	4	0,50
20.01 (15-17)	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Nicola Difino	2	0,25
21.01 (9-13)	Big data and artificial intelligence for Agrifood Sector; The culture of open source applied to agrifood sector	Antonio Gagliardi- (Blu Rhapsody)	4	0,50
21.01	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Nicola Difino	2	0,25
22.01	- Emerging technologies changing the way of doing business from ðfarm to forkö: Digital Transformation for food chain smart agriculture, Big Data, IoT, Artificial Intelligence / Machine Learning, Virtual Reality	Vincenzo Verrastro (CIHEAM Bari)	4	0,50
22.01	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Company/ startup (Nicola Difino)	2	0,25

Module 3: Social Innovation

Date (9:00 -13:00 15:00- 17:00)	Subject matter	Lecturer / Organization	Hours	ECTS
25.01	- 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	Luigi Corvo Marco Biazzo Gabriele Masci (Università Tor Vergata-Roma)	6	0,75
26.01 27.01 (9-11)	- Measuring and evaluating impacts for a sustainable entrepreneurship model. Open Impact Lab.	Luigi Corvo Lavinia Pastore Arianna Manti (Università Tor Vergata-Roma)	8	1,00
27.01 (11-13 and 15-17) 28.01 (9-13)	- 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"	Mauro Filippi, (Push) o Polidesign	8	1,00
28.01 (15-17) 29.01 (9-11)	- Working with people and local communities: leadership, group management, Corporate Sustainability, community engagement and management;	Roberto Covolo, M. Notarnicola, Ginevra Errico (<i>Ex Fadda</i>)	4	0,50
29.01 (11-13 and 15-17)	Learning from success: Meeting with social enterprises, community cooperatives and other organizations	Katia De Luca Roberto Paladini (<i>Cooperativa Comunità Melpignano</i>)	4	0,50

Module 4: Marketing and Communication

Date (9:00 -13:00 15:00- 17:00)	Subject matter	Lecturer / Organization	Hours	ECTS
01.02	Digital Marketing and Communication Strategies (Growth Hacking as a useful ally for the startups)	Luca Barboni- 247X Your Dedicated Growth Team	6	0,75
02.02	Digital Marketing for validation of business model and go to market	DIGITAL MAGICS	6	0,75
03.02	Communication tool for startup	Flavia Rubino- (The Talking Village)	6	0,75
04.02	Brand Development for startup, piani di valorizzazione e divulgazione business oriented	M. Gay (Digital Magics)	6	0,75
05.02	Learning from success: Meeting with start up, innovative companies and other organizations	2/3 Company / startup	6	0,75

Module 5 ó Project work Lean startup

Date (9:00 -13:00 15:00- 17:00)	Subject matter	Lecturer / Organization	Hours	ECTS
15.02-19.02	<p>Phase 1 FIND the Business Idea</p> <p>This is a crucial phase. When startupper choose a business idea to execute with the Lean Startup Methodology, it is important to consider whether or not the problem that your product will solve is important enough for customers to want to purchase it. Finding a business idea can be tricky, so it is important to pay attention to problems people are facing in everyday life.</p>	<p>DIGITAL MAGICS</p> <p>Gianluigi De Gennaro (UNIBA, co-teaching)</p>	30	3,75
22.02-26.02	<p>Phase 2 EXECUTE the Business Idea</p> <p>After the validation of the problem, people will build their product/service, Minimum Viable Product (MVP). The MVP is a version of the product people wish to build that will allow their team to easily collect the most data about your potential customers and their feedback on the product as possible.</p>	<p>DIGITAL MAGICS</p> <p>Gianluigi De Gennaro (UNIBA, co-teaching)</p>	30	3,75
1.03-05.03	<p>Phase 3 VALIDATE the Business idea</p> <p>Product validation is a key step in building a successful Lean Startup. In this step, it is time to experiment the business idea in the real world. Test the MVP with real customers in the marketplace, early adopter or otherwise to see if the idea is viable and to gather information that people can analyze. Use this data to decide if participant should continue to build their product, or pivot their business strategy.</p>	<p>DIGITAL MAGICS</p>	30	3,75
08.03 09.03 10.03 (9-11)	<p>Phase 4- Develop a brand identity for the new product/service and preparation for the final pitch presentation</p>	<p>DIGITAL MAGICS</p> <p>Gianluigi De Gennaro (UNIBA, co-teaching)</p>	14	1,75
12.02	Final pitch			

Module 6 ó Project work open innovation - Design thinking is an approach

Date (9:00 -13:00 15:00- 17:00)	Subject matter	Lecturer / Organization	Hours	ECTS
15.03-19.03	1 step - Intro al Design Thinking - Presentation of the innovative enterprises - Team creation and challenge assignment	Francesco DøOnghia-ALMACUBE; Teodoro Miano (UNIBA); Damiano Petruzzella (CIHEAM Bari)	30	3,8
	- Team work			
22.03-26.03	2 step Discovery phase	Eleonora Musca (ALMACUBE); Maria De Angelis (UNIBA)	30	3,8
	- Team work			
29.03-02.04	3 step Development phase	Eleonora Musca (ALMACUBE); Maria De Angelis (UNIBA, co-teaching)	30	3,8
	- Team work			
05.04 06.04(9-13)	4 step Refinement and Pitching	Francesco DøOnghia- (ALMACUBE); Teodoro Miano (UNIBA); Damiano Petruzzella (CIHEAM Bari)	10	1,3
09.04	- Final Pitching		6	0,8

Module 7: Internship project ó Design thinking approach

Date (9:00 -13:00 15:00- 17:00)	Subject matter	Lecturer / Organization	Hours	ECTS
19.04-25.06	Internship project that each student will carry out within a company to collaborate with internal staff on specific challenges. As methodology they will use Design Thinking.	Companies/tutor/coach	300	12,0

