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First-level International Master

# OPEN INNOVATION & YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR

A new generation of INNOVATION MANAGERS

November 2022 - June 2023

Companies involved



With the technical support of





## First-level International Master

# OPEN INNOVATION & YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR

The CIHEAM Bari and the University of Bari (UNIBA) are launching the Master programme in “Open Innovation & Youth Entrepreneurship in the Mediterranean Agrifood Sector”, in collaboration with Almacube (the spin-off of the University of Bologna specialized in open innovation), Businessmed and Startup Italia, with the technical support of the Mediterranean Innovation Partnership (MIP), Mediterranean Innovation Hub and with the most important associations of Apulian companies and cooperatives: Confindustria, Legacoop, Confcooperative.

## Companies involved

The businesses Partner will be involved in all the modules of the Master programme, including project works (open innovation) and internship: Planetek Italia, Andriani SpA, Timac agro-Italia, Putignano & Figli, Greenblu, Tersan, Agriverse and Valleflorita.

## Objectives

This programme is designed to empower younger generations and improve their employability opportunities by promoting their active involvement in the economic development of their regions.

The Master course aims to train a new generation of innovation managers:

to enhance entrepreneurial culture;

- to contribute to the design, development, and implementation of innovative projects within existing enterprises and organizations (innovation managers);
- to launch new business initiatives (start-ups);
- to provide consultancy services to promote knowledge transfer by introducing business innovation processes and methods (innovation brokers).

## Course structure

The course is organized into weekly units for 1500 hours (60 ECTS credits) – including 286 hours of face-to-face lectures and 132 hours of laboratory and project work with companies, complemented by individual and teamwork plus 300 hours of internship at private companies. The working language is English.

The Master's course objective is to train a new generation of innovation managers. More specifically, through applying a new mindset and new methodological approaches (Design Thinking, Lean Startup), students are accompanied through the creation, prototype development, and enhancement of innovative entrepreneurship ideas (new products/services, adoption of new production processes, development of new markets) in the agri-food field, from production chain to food consumption, health aspects and circular economy.

Training will focus on both technological innovation and social innovation for a new business generation. They will adopt a new approach in carrying out activities based on learning by doing with a strong interaction with startups and successful businesses that will be involved in all the modules of the Master programme.

The course is structured in two parts: the first part to provide participants with fundamental concepts to master the following subjects: Start-up & Entrepreneurial mindset, Business Model Design for continuous innovation, Agile Methods & Change Management, Agri-food Innovation, Social Innovation, Communication & Marketing for Startups.

In the second part (**project works**), an innovative solution for a selected company will be developed using the Open Innovation process and the Design Thinking methodology. The internship phase is closely related to the activities developed during the **project works** and will be carried out in national and international companies.

In terms of job placement, the Master course addresses 3 essential needs:

1. Self- entrepreneurship through the study and application of methodologies and approaches to build startups
2. Training experts in the management of innovation processes (innovation manager).
3. Training specialists in knowledge transfer within institutions and organizations responsible for enhancing research results between research organizations and the business sector (innovation broker).

**Participants:** min 20 - max 30.

## Admission requirements

graduation (minimum 3-year degree in any discipline).

## Applications

Applications are open to candidates of any nationality. Candidates can apply online on CIHEAM Bari website from **April 1st to September 30th 2022** (pre-registration).

Selected candidates will later **confirm their registration on UNIBA Esse3 platform** where it will be possible to find all information needed to apply: admission request, needed documents, course fees, and deadline for submission (not published yet).

## Selection procedure

Selection of students is based on: 1. Screening of documents sent online to support the application 2. Online interview

## Costs and Scholarships

CIHEAM Bari grants up to **12 full scholarships** to candidates from **CIHEAM Member countries and other Mediterranean, Western-Balkan, Middle Eastern and African Countries** according to a ranking list, covering tuition fees, board and lodging, travel expenses. (Applications for CIHEAM Bari scholarship competition ends on May 31).

**Applications are open until September 30 for paying participants** from Italy and other EU / Non-EU countries.

Tuition fees amount to 3,000.00 € plus administrative expenses at UNIBA. Partial scholarships could be offered to these candidates.