



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

A NEW GENERATION OF INNOVATION MANAGERS



WITH THE TECHNICAL SUPPORT OF



For more information:  youth&innovation@iamb.it

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

The **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 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**.

The Master's objective is to train a **new generation of innovation managers** to improve companies' competitiveness by developing and managing innovative solutions.

Open innovation, Startup & Business management, Agrifood innovation, Social Innovation in agribusiness, Marketing, and Communication are the major topics covered in the course. Students will be exposed to the most innovative methods and tools used in service design, design thinking, trend-watching, lean startup, growth hacking, and brand identity, which will help them create memorable and successful experiences and startups.

COURSE STRUCTURE

The course will start on **10 December 2020** and will end in June 2021. It will be organized in weekly units for a total of **1500 hours (60 ECTS credits)**.

The master course includes face-to-face lectures and project work to emphasize the **learning-by-doing** approach. The working language is English. The project lab will be subdivided into some weeks dedicated to design thinking (open innovation approach at the companies) and some other weeks dedicated to lean startup. After the project work, an internship period will follow in the most innovative Italian companies to continue developing innovative projects. Companies' strong involvement will be ensured in every phase of the Master course to inspire and create new solutions in collaboration with the company staff. Participants will have at their disposal equipment and facilities: experimental fields, laboratories, innovative devices such as drones and 3D printers. They will benefit from the in-house expertise of different CIHEAM Bari and UNIBA departments and numerous collaborations with experts from scientific institutions and professionals from private enterprises.

ADMISSION REQUIREMENTS

The number of participants: **min 20-max 30**. The course is addressed to **graduate students** (min 3-year degree, in all disciplines) from all over the world. The registration fee amounts to 2,500.00 EUR.

For 10 students from non-European CIHEAM member countries the whole cost will be covered by the CIHEAM Bari.

SUBMISSION OF APPLICATIONS

The deadline for submission of applications is **15 October 2020**

Please send CV, degree certificate and motivation letter to: youth&innovation@iamb.it
For more information please address to: youth&innovation@iamb.it



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