



International First Level Master

OPEN INNOVATION & YOUTH ENTREPRENEURSHIP

A new generation of INNOVATION MANAGERS

January - October 2025

Organized by



SCHOOL OF MANAGEMENT
UNIVERSITÀ LUM



First level Joint Master OPEN INNOVATION & YOUTH ENTREPRENEURSHIP

With the support of “Ministero dell’Università e della Ricerca” from the funds of art. 14-bis of the Law Decree n. 152 of the November 6th, 2021, converted with modifications by Law n. 233 of the December 29th, 2021, “Patto territoriale dell’alta formazione per le imprese”.

CIHEAM Bari and LUM University “Giuseppe Degennaro” (LUM) are launching the international Master programme in “Open Innovation & Youth Entrepreneurship”, in collaboration with LUM Strategy Innovation (the spin-off of LUM University specialized in strategy, innovation and sustainability), Almacube (the spin-off of the University of Bologna specialized in open innovation), BUSINESSMED (main representative of the private sector with 25 Confederations of Enterprises from States members of the Union for the Mediterranean – UfM), UNIMED – Mediterranean Universities Union (network of Higher Education and Research Institutions in the Euro-Mediterranean region, Sub-Saharan Africa, Middle East and Western Balkans), with the technical support of MIP – Mediterranean Innovation Partnership (the Mediterranean Innovation Hub) and the participation of national and international companies.

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 the entrepreneurial culture;
- to contribute to the design, development, and implementation of innovative projects within 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 covering a total of 1500 hours (60 ECTS credits) – including 360 hours of face-to-face lectures, complemented by individual and teamwork activities and more than 350 hours of internship at private companies. The working language is English. The lectures will be held in CIHEAM Bari headquarters in Valenzano (Italy).

Attendance is compulsory for at least 70% of total class hours.

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 for new markets), with a focus on the digitalization of the main economical sectors of the region and 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 conducting 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 that provides participants with

fundamental concepts to master the following subjects: Start-up & Entrepreneurial mindset; Business Model Design for innovation; Agile Methods & Change Management; Corporate sustainability: managerial and financial tools; Innovation in Agrifood I e II (Trends in agrifood); Social Innovation for local Communities; Living Lab approach; Communication & Marketing for Startups; Speculative design, Future foresight & System thinking; Project Cycle Management; Design Sprint.

The second part (**project works with companies**) aims at helping students develop an innovative solution for a selected company 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 at national and international companies.

In terms of job placement, the Master course aims at creating the following professional profiles:

1. self-entrepreneurs;
2. innovation managers: experts in the management of innovation processes;
3. innovation brokers: specialists in knowledge transfer between research institutions and companies.

Admission requirements

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



Applications

Applications are open to candidates of any nationality. Candidates can apply online on LUM University website from September 9th, 2024 to October 31st, 2024. Applicants are invited to follow the online application procedures by clicking this [LINK](#). After submitting the application form, Applicants must send the following documents via email to dalena.coordinatore@lusc.it: (a) Motivation Letter written in English; (b) Curriculum Vitae; (c) Bachelor's degree final Diploma and transcript of records (both in the original language and officially translated into Italian language); (d) Copy of Passport.

Costs and Scholarships

Tuition fees amount to 8,000.00 €. LUM University grants 20 full scholarships, covering 100% of tuition fees, to candidates from Italy and other EU and non-EU countries.

Scholarships do not cover any expense for travel, accommodation and food for students. First

Scholarships assignment criteria

Applications will be evaluated only if all required documents have been provided upon submission.

The selection criteria are based on an evaluation of applicants' previous education and its match with the requirements of the Master's program, as well as their motivation and the documents provided in their applications.

The scholarships will be awarded in the order in which the applications are received, up to the point where the available resources are exhausted, in compliance with the admission requirements for the Master's program.

Enrollment for international students

Non-EU Students should be aware that the Italian study visa and the Declaration of Value issued by Italian representatives abroad are mandatory for enrollment.

The admission process for non-EU students who require a visa to finalize the enrolment procedures follows the directives published annually by the Italian Ministry of University and Research in collaboration with the Ministry of Foreign Affairs and the Ministry of the Interior.

EU Students must provide a Diploma Supplement based on the international model developed by the European Commission, the Council of Europe and UNESCO and awarded by institutions located in a country adhering to the European Higher Education Area (EHEA).

Penalties

Scholarship recipients who withdraw from the course without a medical justification will be required to reimburse the full course fee.

Privacy Policy

Personal data provided by candidates will be used for purposes connected and instrumental to the selection procedures, including any subsequent enrollment and career procedures, as specifically indicated in the privacy policy accessible at the following [LINK](#).

Your data will be processed by LUM Giuseppe Degennaro University - S.S. 100 km 18, 70100 Casamassima (Ba) as the data controller, in accordance with Regulation (EU) 2016/679 and Legislative Decree 101/2018.

Acceptance of Terms

By submitting an application under this Call for applications, the candidate unconditionally accepts all the terms and conditions contained therein.