



UNIVERSITÀ
DEGLI STUDI DI BARI
ALDO MORO



MASTER PROGRAMME IN

OPEN INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR

a. y. 2021-2022

Hours of activities and ECTS	Hours/type of activity	Hours of individual study	TOT ECTS
Face-to-face lectures (1ECTS= 8 h, usually)	286	500.00	35.75
Lab and practicals (1ECTS =16 h, usually)	132	200.00	8.25
Seminars (1ECTS=20 h, usually)			
Exams and intermediate tests (1 ECTS = 25 h in total)	25.5	0.00	1.00
Internship (minimum duration 300 h)(1 ECTS = 25 h in total)	300	0.00	12.00
Other activities (1 ECTS = 25 h in total)			
Final Exam (at least 3ECTS) (1 ECTS = 25 h in total)	75	0.00	3.00
Total	818.5	700	60



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Modules	Classroom h	Lab h	Test h	ECTS
Start-up& Entrepreneurial mindset	28		2	4
Business Model Design for continuous innovation	28		2	4
Agile Methods & Change Management	28		2	4
Innovation in Agrifood	58		2	8
Social innovation	28		2	4
MK	28		2	4
PW 1 Open Innovation DT (7 weeks) Exams (1.5 h/week)	56	84		10
			14	
PW2 Agile (4 weeks) Exams (1.5 h/week)	32	48		7
			8	
Internship	300			12
Final Exam	75			3
Total	286	132	34	60

Course Coordinators: Teodoro Miano & Diamiano Petruzzella

Head of the Education Office: Olimpia Antonelli

Course Tutor: Giuseppina Miuli

Coaches: Donato Macario & Giuseppina Miuli



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Module 1: Start-up & Entrepreneurial Mindset (1 week)

Teaching Coordinator: Teodoro Miano (UNIBA)

Date and time	Subject	Lecturer / Organization	Hours	ECTS
DAY 1 31.01.2022 9:00 am - 1:00 pm 3:00 pm – 5:00 pm	Introduction to the master, objectives, and structure (1h) The startup mindset The difference between a startup, innovative company, and traditional company The importance of being a start-upper to face a world that continuously changes Introduction of a Startup/company (Case study for module) +2h Team Building	Teodoro Miano (UNIBA) Damiano Petruzzella (CIHEAM Bari) Donato Macario (CIHEAMB Bari) Giuseppina Miuli (CIHEAM Bari) Giordano Dichter (CIHEAM Bari) Mario Di Nauta (ALMACUBE)	1+5 (4) (2)	
DAY 2 01.02.2022 9:00 am - 1:00 pm 3:00 pm – 5:00 pm	The Entrepreneur and Intrapreneur mindset and his role in innovation processes	Giordano Dichter (CIHEAM Bari)	6	
DAY 3 02.02.2022 9:00 am - 1:00 pm 3:00 pm – 5:00 pm	The startup ecosystem: - The Lean Startup approach - The role of incubators/accelerators, Venture Capital, Business Angels, Crowdfunding +2 h Personal Empowerment	Giordano Dichter (CIHEAM Bari) Mario Di Nauta (ALMACUBE)	4 2	
DAY 4 03.02.2022 9:00 am - 1:00 pm 3:00 pm – 5:00 pm	How to use innovation networks in your countries	Giordano Dichter (CIHEAM Bari)	6	



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DAY 5 04.02.2022 9:00 am - 1:00 pm 3:00 pm - 5:00 pm	Final brainstorming -case study of a startup	Giordano Dichter (CIHEAM Bari)	4	
	Exam		2	

Module 2: Business Model Design for continuous innovation (1 week)

Teaching Coordinator: Gianluigi De Gennaro (UNIBA)

Date and time	Subject	Lecturer / Organization	Hours	ECTS
DAY 1 07.02.2022 9:00 am - 1:00 pm 3:00 pm - 5:00 pm	Business Model Design as a tool to survive in a constantly changing world How digital transformation is impacting the business models of companies and startups Presentation of the main Business Design tools: Business Model Canvas, Design Criteria Canvas, Mission Board, Value Proposition Canvas, Empathy Map, etc. Presentation of a startup/innovative company case study for module	Giordano Dichter (CIHEAM Bari)	6	
DAY 2 08.02.2022 9:00 am - 1:00 pm 3:00 pm - 5:00 pm	Business model VS Business Plan for early-stage business ideas Business model design workshop for startup/company +2 h Team Building	Giordano Dichter (CIHEAM Bari) Mario Di Nauta (ALMACUBE) Online	4 2	
DAY 3 09.02.2022 9:00 am - 1:00 pm 3:00 pm - 5:00 pm	Business model design workshop +2 h Personal Empowerment	Giordano Dichter (CIHEAM Bari) Mario Di Nauta (ALMACUBE)	4 2	



DAY 4 10.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Business model design workshop	Giordano Dichter (CIHEAM Bari)	6	
DAY 5 11.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	final brainstorming –case study of a startup/company	Giordano Dichter (CIHEAM Bari)	4	
	Exam		2	

Module 3: Agile Methods & Change Management (1 week)
Teaching Coordinator: Gianluigi De Gennaro (UNIBA)

Date	Subject	Lecturer / Organization	Hours	ECTS
DAY 1 14.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	<p>Change management and agile mindset to thrive in the age of exponential change</p> <p>Introduce students to organizational models and emerging practices for the management of companies in the era of continuous change and exponential technologies</p> <ul style="list-style-type: none"> - Traditional organizations: origin, structure, processes, and limits - Emerging organizations: real cases, examples, and success stories - The building blocks of the organizations of the future and how to use them <p>Presentation of startup/innovative company case study for module</p>	Marco Dussin (AGILE COMPANY) online	6	
DAY 2 15.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Building teams and new working methods by overcoming the hierarchical-bureaucratic model in the company.	Marco Dussin (AGILE COMPANY)	4	



	Create the conditions to implement a useful method to share the corporate strategy and enhance performance through challenging objectives. OKR (Objectives and Key Results) +2 h Team Building	Mario Di Nauta (ALMACUBE)	2	
DAY 3 16.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Agile as a mindset capable of enabling a new way of working based on continuous experimentation, iterative approach, speed, and collaboration. Agile: tools and methodologies +2 h Personal Empowerment	Marco Dussin (AGILE COMPANY) Mario Di Nauta (ALMACUBE)	4 2	
DAY 4 17.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Agile practice: experimentation in practice	Marco Dussin (AGILE COMPANY)	6	
DAY 5 18.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Final brainstorming -case study of a startup/company +2 h Startup (WELLBEING) Well-being as a corporate social responsibility strategy to make people and organizations more performing	Marco Dussin (AGILE COMPANY)	4	
	Exam		2	

Module 4.1: Innovation in Agrifood I (1 week)

“Pathways for the future of Sustainable Food Systems in the Mediterranean”

Teaching Coordinator: Teodoro Miano (UNIBA)

Date and time	Subject	Lecturer / Organization	Hours	ECTS
DAY 1 21.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	<i>“Pathways for the future of Sustainable Food Systems in the Mediterranean”</i> : which solutions for future food challenges? What emerging trends are impacting these areas? Which methods and tools can be useful in this type of research starting from contemporary knowledge and the challenges of the present? How is technology shaping the future of food	Vincenzo Verrastro (CIHEAM Bari)	6	



	<p>through the supply chain? Students will map the 5 STEPS that make up the food chain to understand the current state of innovation and how it will evolve. Each step will be addressed by analysing current and future problems and solutions through the direct involvement of startups and innovative companies</p> <p>STEP1: FOOD PRODUCTION Study visit– company case study (analysis needs and current innovative solutions) STEP1: FOOD PRODUCTION Presentation and Discussion on New trends and future solutions</p>			
<p>DAY 2 22.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>STEP 2: FOOD PROCESSORS Study visit -company case study (analysis needs and current innovative solutions) STEP 2: FOOD PROCESSORS Presentation and Discussion on New trends and future solutions</p>	Vincenzo Verrastro (CIHEAM Bari)	6	
<p>DAY 3 23.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>STEP 3: DISTRIBUTION/LOGISTIC Study visit-company case study (analysis needs and current innovative solutions) STEP 3: DISTRIBUTION Presentation and Discussion on New trends and future solutions</p>	Vincenzo Verrastro (CIHEAM Bari)	6	
<p>DAY 4 24.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>STEP 4: traditional and innovative RETAIL (from traditional local shops to short food supply chain and e-commerce) Study visit-company case study (analysis needs and current innovative solutions) STEP 4: RETAIL Presentation and Discussion on New trends and Future Solutions</p>	Vincenzo Verrastro (CIHEAM Bari)	6	
<p>DAY 5 25.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>STEP 5: EATING: Study visit-company case study (analysis needs and current innovative solutions) STEP 5: EATING Presentation and Discussion on New trends and future solutions</p>	Vincenzo Verrastro (CIHEAM Bari)	6	



Module 4.2: Innovation in Agrifood II (1 week)
Teaching Coordinator: Maria Deangelis (UNIBA)

Date and time	Subject	Lecturer / Organization	Hours	ECTS
<p>DAY 1 28.02.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>Starting from the innovations mapped in the previous module (company case study), students will have to create a new product / service for implemented company using the Design Sprint approach</p> <p>The students organized in teams work on specific step with startup/company involved in the previous week/phase</p> <p>The Design Sprint is a 5-day methodology created by J Google Ventures. During a Design Sprint, people exchange ideas, outline solutions and design interfaces which, at the end of the week, allow them to build a prototype for future product.</p> <p>PHASE 1: MAP</p> <p>Phase 1 is a series of structured conversations to build a foundation and a focus for the sprint week. The structure allows the team to “boot up” as much information as quickly as possible, while preventing the usual meandering conversations.</p> <p>In the morning, you’ll define key questions and a long-term goal. Next, you’ll make a simple map of your product or service. In the afternoon, you’ll ask the experts on your team to share what they know. Finally, you’ll pick a target: the moment on the map that represents the greatest risk and/or opportunity</p>	<p>Alberto Miti (ALMACUBE)</p>	<p>6</p>	
<p>DAY 2 01.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>PHASE 2: SKETCH</p> <p>Sketch is all about solving the problem, using a method optimized for deep thinking. Instead of a typical group brainstorm, every individual will sketch their own detailed, opinionated solutions, following a four-step process that emphasizes critical thinking over artistry</p>	<p>Alberto Miti (ALMACUBE)</p>	<p>6</p>	
<p>DAY 3 02.03.2022 9:00 am –</p>	<p>PHASE 3: DECIDE</p> <p>In this phase, you and your team will have a stack of solutions. Now, you must decide which of those</p>	<p>Alberto Miti (ALMACUBE)</p>	<p>6</p>	



<p>1:00 pm 3:00 pm – 5:00 pm</p>	<p>sketches should be prototyped and tested. Instead of an endless debate or a watered-down group decision nobody is happy with, you will use the five-step “Sticky Decision” method to identify the best solutions before turning the final decision over to your Decider. Then, in the afternoon, you will take the winning scenes from your sketches and combine them into a storyboard: a step-by-step plan for your prototype</p>			
<p>DAY 4 03.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>PHASE 4: PROTOTYPE On Thursday, you will build a realistic prototype of the solutions in your story board so you can simulate a finished product for your customers. Design Sprint prototyping is all about a “fake Ittilyoumakeit” philosophy: With a realistic-looking prototype, you will get the best possible data from Friday’s test, and you will earn whether you’re on the right track</p>	<p>Alberto Miti (ALMACUBE)</p>	<p>6</p>	
<p>DAY 5 04.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>PHASE 5: TEST It is time to put that prototype to the test! On Friday, you will show your prototype to five customers in five separate 1 to 1 interviews. Instead of waiting for a launch to get perfect data, you will collect quick-and-dirty answers to your most pressing questions right away</p>	<p>Alberto Miti (ALMACUBE)</p>	<p>4</p>	
	<p>Presentation and exam</p>		<p>2</p>	



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Module 5: Social Innovation for local community (1 week)
Teaching Coordinator: Gianluigi De Gennaro (UNIBA)

Date and time	Subject	Lecturer / Organization	Hours	ECTS
DAY 1 07.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Relevance of social innovation in companies and for local community Focus on the needs of local communities to do business Design social innovation in agri-food sector. Creation of a product/service-system investigating the way design can support and trigger social innovation" Design for social innovation workshop involving an existing company Case study startup/company for module	Luca Tricarico (LUISS) In presence	6	
DAY 2 08.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Design for social innovation workshop +2 h Team Building	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari) Mario Di Nauta (ALMACUBE)	4 2	
DAY 3 09.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Design for social innovation workshop +2h Personal Empowerment	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari) MarioDi Nauta (ALMACUBE)	4 2	



DAY 4 10.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Measuring and evaluating impacts for a sustainable entrepreneurship model. Open Impact Lab	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	6	
DAY 5 11.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Measuring and evaluating impacts for a sustainable entrepreneurship model. Open Impact Lab Final brainstorming -case study startup/company	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	4	
	Exam		2	

Module 6: Communication & Marketing for Startup (1 week)
Teaching Coordinator: Teodoro Miano (UNIBA)

Date and time	Subject	Lecturer / Organization	Hours	ECTS
DAY 1 14.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Digital Marketing for startups: Build and communicate the identity of a startup/company Content Marketing The content is the basis of the marketing strategy, the focus will be on the creation and sharing of content with a particular focus on storytelling, tone of voice, target definition. Designing content to implement the strategy - Create effective storytelling - Use copywriting techniques - Target Laser	Giovanni Zazzerini (Secretary General INSME-The International Network for SMEs) In presence	6	



<p>DAY 2 15.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>Application of Content Marketing</p> <ul style="list-style-type: none"> -Brand Canvas -Storytelling Framework <p>+2 h Team Building</p>	<p>Giovanni Zazzerini (Secretary General INSME-The International Network for SMEs)</p> <p>Mario Di Nauta (ALMACUBE)</p>	<p>4</p> <p>2</p>	
<p>DAY 3 16.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>Marketing & Strategy</p> <p>Students will learn how to set up a strategy consistent with the achievement of the brand's goals. They will learn to understand customer needs and validate them with User Experience and Growth Hacking principles.</p> <p>Application Marketing & Strategy</p> <ul style="list-style-type: none"> - Set up a strategy - Create buyer personas and customer journeys <p>+2 h Personal Empowerment</p>	<p>Giovanni Zazzerini (Secretary General INSME-The International Network for SMEs)</p> <p>Mario Di Nauta (ALMACUBE)</p>	<p>4</p> <p>2</p>	
<p>DAY 4 17.03.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm</p>	<p>Application Marketing & Strategy</p> <ul style="list-style-type: none"> - Set up and a landing page - Create a testable MVP <p>Set up and manage metrics, KPIs</p>	<p>Giovanni Zazzerini (Secretary General INSME-The International Network for SMEs)</p>	<p>6</p>	
	<p>Exam</p>		<p>2</p>	



Module 7– Project work open innovation - Design thinking approach

Teaching Coordinator: Mario Carrassi (UNIBA)

Date and time	Subject	Lecturer / Organization	Hours	ECTS
WEEK 1 28.03- 1.04.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	1st step <ul style="list-style-type: none"> - Intro al Design Thinking - Presentation of the innovative enterprises - Team creation and challenge assignment 	Francesco D’Onghia (ALMACUBE)	6	
	Mentoring	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2	
	Teamwork (with coaches)	Alberto Miti (ALMACUBE) Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	12	
	Meeting with companies		1.5	
WEEK 2-3 04-15.04.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	2nd step Discovery phase	Francesco D’Onghia (ALMACUBE)	6+6	
	Mentoring	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2+2	
	Teamwork (with coaches)	Alberto Miti (ALMACUBE) Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	12+12	



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	Meeting with companies		2+ 2	
WEEK 4-5 18-29.04.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	3rd step Define phase	Francesco D’Onghia (ALMACUBE)	6+6	
	Mentoring	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2+2	
	Teamwork (with coaches)	Alberto Miti (ALMACUBE) Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	12+12	
	Meeting with companies		2+2	
WEEK 6-7 2-13.05.2022	4th step Ideation and Prototype phase	Francesco D’Onghia (ALMACUBE)	6+6	
	Mentoring	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2+2	
	Teamwork (with coaches) and meeting with companies	Alberto Miti (ALMACUBE) Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	12+12	
16-20.05.2022	Intermediate presentation		2	



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Module 8– Project work Lean startup

Teaching Coordinator: Teodoro Miano (UNIBA)

Date and time	Subject	Lecturer / Organization	Hou rs	ECTS
WEEK 1 30.05- 03.06.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Phase 1FIND Introduction and Aims of the program. AgriTech Trends. Methodology Lean Startup. Customer Discovery	Francesco D’Onghia (ALMACUBE)	6	
	Team work on the FIND phase program		12	
	Mentorship on FIND phase	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2	
	Exam	Francesco D’Onghia (ALMACUBE)	2	
WEEK 2 06-10.06.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Phase 2EXECUTE Analysis of Market. Competitive advantage. Value Proposition. Business Model	Francesco D’Onghia (ALMACUBE)	6	
	Team work on the EXECUTE phase program		12	
	Mentorship on EXECUTE phase	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2	
	Exam	Francesco D’Onghia (ALMACUBE)	2	



WEEK 3 13-17.06.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Phase 3VALIDATE MVP (Minimum Viable Product). MVP case study. Landing page and A / B Test	Francesco D’Onghia (ALMACUBE)	6	
	Team work on the VALIDATE phase		12	
	Mentorship on VALIDATE phase	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2	
	Exam	Francesco D’Onghia (ALMACUBE)	2	
WEEK 4 20-24.06.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Phase 4DEVELOPMENT Pitch Deck and Public Speaking. Pitch Workshop. Pitch Mentorship	Francesco D’Onghia (ALMACUBE)	6	
	Team work on the DEVELOPMENT phase		12	
	Mentorship on DEVELOPMENT phase	Donato Macario (CIHEAM Bari) Giuseppina Miuli (CIHEAM Bari)	2	
WEEK 5 27.06-1.07.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	Pitch	Francesco D’Onghia (ALMACUBE)	2	



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Module 9: Internship project – Design thinking approach
Didactic Responsible: Teodoro Miano (UNIBA)

Date	Subject	Lecturer / Organization	Hours	ECTS
4-15.07.2022 9:00 am – 1:00 pm 3:00 pm – 5:00 pm	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/coaches	300	12
	FINAL EXAM		75	3