



*International First Level Master*

# **OPEN INNOVATION & YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR**

*A new generation of INNOVATION MANAGERS*

*October 2025 - June 2026*

*Organized by*



**SCHOOL OF MANAGEMENT**  
**UNIVERSITÀ LUM**

*Developed with*



*in partnership with Italian companies*



## First level Joint Master in OPEN INNOVATION & YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR

CIHEAM Bari and LUM University "Giuseppe Degennaro" are launching the **7th edition** of the International First Level Master's programme in **Open Innovation & Youth Entrepreneurship in the Mediterranean Agrifood Sector**. The programme is developed in collaboration with **LUM Strategy Innovation**, the LUM University's spin-off specializing in strategy, innovation and sustainability, and **Almacube**, the University of Bologna's spin-off dedicated to open innovation and youth entrepreneurship support. The programme is supported by the **Mediterranean Innovation Partnership (MIP)**, a network of national and international **companies** and **organizations**.

### Involved companies

Partner companies will **actively participate in the Master's activities**, especially during the **project work phase**, where students will be challenged to develop innovative solutions to real business problems. This **close collaboration** with the **private sector** ensures a practical, hands-on approach to innovation.

**Cooperation** with the business ecosystem is a key pillar of the programme, fully aligned with the **open innovation approach**.

### Objectives

The Master aims to train a **new generation of Innovation Managers** capable of **leading transformation processes** and **unlocking entrepreneurial potential** within their local and professional contexts. The programme offers a **learning-by-doing path**, where participants are introduced to methodologies such as **Design Thinking**, enabling them to **design and validate** innovative business ideas, products, and services with a specific focus on the agrifood value chain, digitalization and sustainability.

The course is designed to **strengthen entrepreneurial competencies**, **co-design the implementation of innovation projects** within companies, **foster the creation of new startups**, and **promote the transfer of knowledge** between research and the private sector. Special attention is given to **social and technological innovation**, as well as hands-on learning through close collaboration with startups and established companies.

### Course structure

The course is divided into **three main phases**:

- The **first phase** equips participants with **core knowledge and skills** in areas such as Entrepreneurial Mindset, Business Model Design for Continuous Innovation, Agile Methods and Change Management, Innovation in Agrifood and Social Innovation, and Communication, Marketing & Storytelling.
- The **second phase** focuses on **developing a project work in collaboration with partner companies**. Working in multidisciplinary teams, students tackle real business challenges by applying open innovation and co-design methodologies to design, prototype, and validate high-impact solutions.
- The **third phase** involves the **writing of an individual thesis** based on the projects developed during the team-based project work. The thesis will be formally presented and discussed at the end of the programme before an academic committee.

The programme is organized in **weekly learning units** totalling **1,500 hours**, equivalent to **60 ECTS credits**, including **286 hours of face-to-face lectures**, **132 hours of practical sessions** and **over 300 hours of internships with private companies**, complemented by **individual and team work activities**.

The programme will be delivered in English.

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

- **Self-entrepreneur**
- **Innovation Manager**: expert in the management of innovation processes
- **Innovation Broker**: specialist in knowledge transfer between research institutions and companies.

### Admission requirements

The Master's programme is open to **applicants of any nationality** holding at least a **Bachelor's degree in any discipline** (minimum 3-year degree in any discipline).

To better develop multidisciplinary teams and enhance the quality and relevance of the projects developed during the project work phase, candidates with backgrounds in business, marketing, social sciences, human sciences, design and architecture are especially encouraged to apply.

**Participants**: min 20 - max 30

### Applications

Applications will be open from **18 July to 15 September 2025**. All required documents **must be submitted in English**, exclusively online, via the **CIHEAM Bari official platform**: <https://online-application.iamb.ciheam.org>

### Selection procedure

The selection process is composed of **two stages**: 1. The first stage consists of a **review of the application documents** submitted online; 2. The second stage involves an **individual interview**, conducted remotely, to assess the candidate's motivation, profile alignment, and growth potential within the programme.

### Costs and Scholarships

The tuition fee is **€4,000** for candidates from **non-EU countries in the Mediterranean, Middle East, and Africa**. **€3,000** for candidates from all other countries. CIHEAM Bari grants at least **12 full scholarships**, reserved for candidates from **non-EU Mediterranean, Middle Eastern, and African countries**, according to a ranking list. These scholarships cover tuition fees, travel and insurance expenses, board and lodging, and pocket money.

Additional full or partial scholarships may be awarded depending on available funding and selection outcomes.