



Master Courses

2026-27



Master in

“Open Innovation & Youth Entrepreneurship in the Mediterranean Agrifood Sector ”



Academic Year 2026-2027



Master Description

The international I Level Master's program in **Open Innovation & Youth Entrepreneurship in the Mediterranean Agrifood Sector**, organized by **CIHEAM Bari** in collaboration with **LUM "Giuseppe Degennaro" University** and prestigious partners such as **Almacube** and **LUM Strategy Innovation**, offers an intensive one-year program aimed at training a new generation of innovation managers in the Mediterranean agrifood sector.

The program is structured into weekly modules that combine theory and practice, addressing key topics such as **Entrepreneurship and Startup Mindset**, **Business Model Design for Continuous Innovation**, **Startup Finance & Fundraising**, and **Communication & Dissemination**. Special emphasis is placed on **Trends & Innovation in Agrifood** and **sustainability**, exploring the impact of emerging technologies and sustainable practices across the agrifood value chain with a focus on health, energy efficiency, renewable resources, and circular economy principles.

Students can work on real business cases in collaboration with industrial partners, applying **Open Innovation methodologies** such as **Design Thinking**, to develop innovative solutions. The program culminates in an internship and the development and discussion of a final thesis, offering participants valuable hands-on professional experience.

At the end of the Master's program, graduates will be qualified for roles such as **innovation managers** and **innovation brokers**, capable of fostering technology transfer processes and managing innovative projects within organizations and startups. This program is designed to enhance young people's employability, encouraging their active involvement in the economic development of Mediterranean regions through an innovative and sustainable approach to the agrifood sector.



Master Program

MODULES		ECTS	DATES
1 – INNOVATIVE MINDSET		15	19 Oct - 27 Nov
1	Artificial Intelligence for Business	3	19 - 23 Oct
2	Open Innovation & Innovative Corporate Mindset	3	26 - 30 Oct
3	Startup & Entrepreneurial Mindset	3	02 - 06 Nov
4	Innovation Ecosystems	3	09 - 13 Nov
5	Design Driven & Sustainable Innovation	3	16 - 20 Nov
-	Mediterranean Innovation Agrifood Week	-	23 - 27 Nov
2 – INNOVATION IN AGRIFOOD		9	30 Nov - 23 Dec
6	Innovation in Agrifood I	3	30 Nov - 04 Dec
7	Innovation in Agrifood II	3	07 - 11 Dec
8	Innovation in Agrifood III	3	14 - 23 Dec
3 – MANAGEMENT & FINANCE		12	11 Jan - 05 Feb
9	Startup Finance & Fundraising	3	11 - 15 Jan
10	Digital Innovation & Digital Transformation	3	18 - 22 Jan
11	Business Model Design for Continuous Innovation	3	25 - 29 Jan
12	Business Model Design for Continuous Innovation - Practice with companies	3	01 - 05 Feb
4 – COMMUNICATION & STORYTELLING		9	08 - 26 Feb
13	Communication & Dissemination	3	08 - 12 Feb
14	Open Innovation Labs Training	3	15 - 19 Feb
15	Content Creation & Storytelling	3	22 - 26 Feb
5 – PROJECT WORK		15	01 Mar - 02 Jul
PW 1	Design Thinking Approach	4,8	01 Mar - 02 Apr
PW 2	Ideation, Prototyping & Validation phase	5,4	05 Apr - 28 May
PW 3	Business Case Development	4,8	31 May - 02 Jul



3. MODULE DESCRIPTIONS

MODULE 1

ARTIFICIAL INTELLIGENCE FOR BUSINESS

GENERAL DESCRIPTION

Artificial Intelligence is increasingly embedded across business functions, shaping how organizations operate, innovate, and compete. For young entrepreneurs, understanding AI is not simply a technical advantage but a foundational element for designing future-oriented ventures and informed strategic choices.

This course offers a structured overview of AI's role within contemporary business ecosystems, providing conceptual clarity, methodological frameworks, and practical perspectives. It supports participants in developing a coherent understanding of how AI can strengthen internal organizational processes and, at the same time, inform and enhance the design of external offerings, including new products and services. Through an integrated approach, the course prepares future entrepreneurs to engage with AI in a competent, responsible, and opportunity-oriented manner.

AIMS

- ❖ Introduce Artificial Intelligence from a business-oriented perspective, with a focus on critical and responsible use, particularly of Generative AI.
- ❖ Explore how AI can be understood, evaluated, and strategically applied within organizations, rather than focusing on technical development.
- ❖ Provide an overview of the key conceptual and organizational aspects of AI adoption.
- ❖ Analyses the opportunities and limitations of leading GenAI tools in relation to business practices and innovation.
- ❖ Equip young entrepreneurs with essential AI knowledge and practical frameworks to support informed decision-making and strategic integration of AI.
- ❖

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Understand the conceptual foundations of AI and its main categories, including Generative AI, in business contexts.
- ✓ Analyze current AI trends, innovations, and debates, assessing opportunities, risks, and societal impacts.
- ✓ Evaluate how and where to integrate AI within organizations to create value and improve processes and offerings.



- ✓ Use key Generative AI tools for business applications, applying effective prompting techniques.
- ✓ Understand the main ethical, regulatory, and privacy implications related to AI adoption.

MODULE 2

OPEN INNOVATION & INNOVATIVE CORPORATE MINDSET

GENERAL DESCRIPTION

Open Innovation, a model introduced by Henry Chesbrough, rests on the idea that organizations create more value by collaborating with external ecosystems than by relying on internal resources alone. In the Mediterranean agrifood sector, where environmental, technological and market uncertainty is high, an open and experimental corporate mindset helps turn that uncertainty into concrete opportunities.

The module introduces the core paradigms of Open Innovation, inbound and outbound knowledge flows, and collaboration models between corporates and startups. It is delivered through interactive lectures, real-world case analysis and a Design Thinking sprint, in which students move from theory to practical problem-solving. Working in multidisciplinary teams, they frame a complex challenge, engage with stakeholders' needs, generate original concepts and prototype solutions.

AIMS

- ❖ Introduce the theoretical foundations of Open Innovation, including inbound and outbound knowledge flows.
- ❖ Present collaboration models between corporates and startups, and their role in developing innovative solutions together.
- ❖ Foster an agile mindset able to navigate uncertainty and drive change within organizations.
- ❖ Provide hands-on experience of the Design Thinking process through a team sprint.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Understand the strategic principles of Open Innovation and distinguish between different ecosystem collaboration models and programs.
- ✓ Apply the key phases of Design Thinking (Discovery, Problem Framing, Ideation, Rapid Prototyping) to real-world challenges.



- ✓ Adopt an innovative corporate mindset oriented to experimentation, stakeholder empathy and cross-functional collaboration.
- ✓ Work in a multidisciplinary team to frame a challenge and prototype a solution.

MODULE 3

STARTUP & ENTREPRENEURIAL MINDSET

GENERAL DESCRIPTION

This module explores the theoretical foundations and practical aspects of creating innovative startups in the Mediterranean agrifood sector. Students will develop essential skills to tackle entrepreneurial challenges, from defining innovation to building collaborative ecosystems that enhance success. Through simulations and practical activities, the module covers every stage of a startup's lifecycle: ideation, prototyping, launch, and growth. It also examines critical success factors and common pitfalls, alongside evaluating the roles of key actors such as governments, financial institutions, and educational systems. The goal is to promote a strategic, sustainable, and collaborative approach among students.

AIMS

- ❖ Equip students with tools and methodologies to analyze and understand the dynamics of innovation and entrepreneurship.
- ❖ Facilitate the practical application of theoretical concepts through realistic entrepreneurial simulations.
- ❖ Examine the features of an effective entrepreneurial ecosystem, highlighting the roles and interactions of key stakeholders.
- ❖ Cultivate a critical mindset focused on problem-solving and identifying innovative opportunities.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Analyze and define key concepts of innovation and entrepreneurship applied to the agrifood sector.
- ✓ Plan and simulate every stage of a startup's lifecycle, from conception to expansion.
- ✓ Identify the primary success factors and challenges affecting the sustainability of innovative enterprises.
- ✓ Design collaborative relationships between public and private actors within entrepreneurial ecosystems.



MODULE 4

INNOVATION ECOSYSTEMS

GENERAL DESCRIPTION

This module provides a practice-oriented introduction to innovation ecosystems, focusing on their structure, key actors, and functioning at local and national levels. Through hands-on activities, students work on mapping the innovation ecosystems of their countries, identifying the main stakeholders involved in innovation and entrepreneurship, including public institutions, startups, universities, research centers, investors, and support organizations.

The module adopts a systemic perspective, helping students understand how interactions between actors, policies, infrastructures, and networks shape innovation processes. The goal is to develop the ability to analyze ecosystems critically and to strategically position projects and entrepreneurial initiatives within them.

AIMS

- ❖ Introduce practical tools and methodologies for mapping and analyzing innovation ecosystems.
- ❖ Enhance understanding of stakeholder roles and ecosystem dynamics.
- ❖ Promote a systemic approach to innovation and entrepreneurship.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Identify the key components and actors of an innovation ecosystem.
- ✓ Map and analyze innovation ecosystems using structured tools.
- ✓ Assess strengths, gaps, and opportunities within different national or regional contexts.
- ✓ Apply ecosystem analysis to support the development of innovative and entrepreneurial initiatives.

MODULE 5

DESIGN DRIVEN & SUSTAINABLE INNOVATION

GENERAL DESCRIPTION

This module presents innovation in the Mediterranean agrifood sector as a way of creating value that is meaningful for people and sustainable for the systems that produce it. Students



learn to read the meaning of products and services across six dimensions (functional, emotional, ritual, social, relational and cultural), and to analyze agrifood systems through resource flows, circular principles and the bioeconomy, identifying where value is lost. They then turn these insights into a differentiated strategy, using tools such as the Blue Ocean approach and Value Mapping.

In markets that often compete on price and volume, this combination offers producers, cooperatives and start-ups a route to differentiation rooted in place, culture and sustainability. The module is delivered through lectures, international case analysis and hands-on workshops, and ends with a team challenge in which students present a strategic proposal for an agrifood product or process.

AIMS

- ❖ Introduce design-driven and sustainability-driven innovation as strategic approaches to creating value, beyond aesthetics and technology.
- ❖ Provide a systemic view of agrifood value chains, focusing on resource flows, operational processes and structural vulnerabilities.
- ❖ Provide frameworks to analyze the meaning of agrifood products and services and to turn environmental and agricultural challenges into innovation opportunities.
- ❖ Develop the ability to translate a new meaning into a coherent strategy, using Blue Ocean tools and Value Mapping.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Distinguish design, design thinking and design-driven innovation, and the main types of innovation.
- ✓ Analyze an agrifood product, service or system across the six dimensions of meaning and through its material, energy, water and value flows.
- ✓ Design a new meaning for an agrifood offer, expressed as a shift from current to future value.
- ✓ Apply the strategic iterative framework, the ERRRC grid, the value curve and Value Mapping to define a differentiated strategy.
- ✓ Evaluate a team proposal in terms of desirability, feasibility, viability and systemic consequences.



MODULE 6, 7 and 8

INNOVATION IN AGRIFOOD I, II and III

GENERAL DESCRIPTION

The module is structured as a combination of lectures, study visits, and fieldwork, offering a practical and multidisciplinary approach. During this module, various professors will take turns addressing specific topics, aiming to explore in depth the main aspects of the agrifood sector from an innovation perspective. Technical visits will be organized at partner companies of the master's program and entities that directly apply the innovations discussed during the lectures.

The main topics covered include:

- Food Trends and Food Innovations, with a particular focus on trends and new technologies in the Agrifood sector.
- Value Chain and Short Chain, analyzing local agricultural markets, short supply chain models, and the reality of Farmers Markets in Italy.
- Transition of Food Systems, with a focus on Food Policy and food policies for sustainable development.
- Digitalization in Agriculture, Precision Farming, and Decision Support Systems aims at improving efficiency and productivity in agricultural enterprises.
- Soil Fertility, Organic Farming, and Phytosanitary Aspects, exploring sustainable and innovative practices for soil management and crop health
- Innovations in Sustainable Water Resource Management and Agrivoltaics, evaluating integrated solutions for environmental protection and natural resource optimization.

AIMS

The module aims to highlight the key aspects affecting the agrifood sector, addressing them from an innovation perspective across all major fields. Students will have the opportunity to understand how emerging technologies and food policies can transform supply chains, support sustainability, and promote new entrepreneurial models.

- ❖ Understand the main dynamics and opportunities open innovation offers in the agrifood sector.
- ❖ Analyze challenges related to food security, climate change, and sustainability in the Mediterranean context.
- ❖ Provide students with tools and methodologies to develop innovative entrepreneurial ideas, from concept to prototyping, based on the analysis of current agrifood trends.
- ❖ Promote knowledge of emerging technologies, such as blockchain, artificial intelligence, and precision farming, applied to the agrifood sector.
- ❖ Encourage collaboration among key players in the agrifood system: businesses, public institutions, non-governmental organizations, and local communities.



LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Analyze and interpret key innovation trends in the agrifood sector, with a focus on the Mediterranean context.
- ✓ Identify and evaluate innovative entrepreneurial opportunities that address concrete problems in the agrifood sector.
- ✓ Develop strategies integrating emerging technologies to improve productivity and sustainability in agrifood supply chains.
- ✓ Critically reflect on the role of public policies and cross-sectoral partnerships in developing resilient and sustainable entrepreneurial ecosystems.

MODULE 9

STARTUP FINANCE & FUNDRAISING

GENERAL DESCRIPTION

This module introduces the financial side of building a startup in the agrifood sector: how to plan the resources a new venture needs and how to raise them. It covers the main sources of funding available to early-stage companies, from own capital and credit to public grants and private investment, and shows how each source looks at risk, growth and return.

The module is delivered by experts from the finance and startup ecosystem, combining lectures, practical cases and exercises in which students apply what they learn to their own business ideas. It also looks at how to present a venture to funders, so that students leave with a clearer view of what is needed to move from an idea to a fundable project.

AIMS

- ❖ Introduce the financial planning needs of an early-stage venture.
- ❖ Provide an overview of the main funding sources available to startups and how they work.
- ❖ Offer the perspective of the finance and startup ecosystem on what makes a venture fundable.
- ❖ Develop the ability to present a business idea to funders.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Identify the financial needs of a startup at different stages of development.



- ✓ Distinguish the main funding sources and their suitability for a given venture.
- ✓ Understand how funders evaluate risk, growth potential and return.
- ✓ Prepare the financial elements of a funding request for their own business idea.
- ✓ Present a venture clearly to potential funders.

MODULE 10

DIGITAL INNOVATION & DIGITAL TRANSFORMATION

GENERAL DESCRIPTION

The course introduces the fundamental concepts of digital innovation and digital transformation, examining how digital technologies reshape industries, business models, organizational structures, and managerial capabilities. Through a combination of theoretical sessions, case analyses, and practical workshops, students explore the sources of entrepreneurial innovation, the characteristics of digital innovation, the strategic role of data, and the dynamics of the Fourth and Fifth Industrial Revolutions, including the paradigms of Industry 4.0 and Industry 5.0. Particular emphasis is placed on the cultural, organizational, and technological changes required to design and implement an effective digital transformation strategy. The course concludes with a Project Work in which students assess the digital maturity of a real company and define its innovation priorities and transformation roadmap.

AIMS

- ❖ Provide students with a solid understanding of the theoretical foundations of digital innovation and digital transformation.
- ❖ Enable them to understand how technologies and data support new managerial approaches, organizational structures, and mechanisms of value creation.
- ❖ Develop the ability to interpret the challenges and opportunities associated with digital change.
- ❖ Support the formulation of coherent and actionable priorities for digital innovation and transformation.

LEARNING OUTCOMES

By the end of the module, students will have developed the ability to:

- ✓
- ✓ Distinguish conceptually and practically between digital innovation and digital transformation, understanding how they interact and complement each other within contemporary organizations.



- ✓ Analyze technological, social, and market trends that shape innovation trajectories and evaluate the impact of Industry 4.0 enabling technologies and Industry 5.0 principles on business processes and business models.
- ✓ Understand the organizational, cultural, and managerial adaptations required for companies to evolve into genuinely digital-first organizations.
- ✓ Conduct structured assessments of digital maturity, to identify relevant opportunities for innovation, and to define appropriate priorities for digital transformation.

MODULE 11 and 12

BUSINESS MODEL DESIGN FOR CONTINUOUS INNOVATION

GENERAL DESCRIPTION

The course spans over two weeks and is structured into four parts, combining lectures with hands-on team workshops and practical work with real companies. The first part covers the fundamentals of strategic innovation and methodologies for business model design, including topics such as strategic market orientation, sources of entrepreneurial ideas, innovation processes, and entrepreneurial management. The second part focuses on design-thinking tools for innovative business models (e.g., business model canvas, value proposition canvas), the evolution of business models in Industry 4.0, and the patterns of 4.0 business model design. Key concepts include the 4.0 business model canvas, unbundling and long tail business models, two-sided and multi-sided platforms, epicenters of innovation, ideation, and prototyping. The third part emphasizes practical application, with team projects aimed at creating innovative business models for startups or established companies (corporate entrepreneurship). The fourth part focuses on real-time applications of the lessons learned in the previous parts of the module, where students will be required to identify areas of improvement of business models of existing companies.

AIMS

- ❖ Explore the phases, challenges and tools for developing innovative business models.
- ❖ Map and analyze the structure of business models.
- ❖ Study advanced business model design tools suited to complex entrepreneurial contexts.
- ❖ Apply the methodologies on real cases by interacting with existing companies and providing them with elements to improve their business models.

LEARNING OUTCOMES

By the end of the module, students will be able to:



- ✓ Understand business models and their components.
- ✓ Address the challenges companies face when designing and implementing new models, particularly in response to technological changes or sectoral shifts.
- ✓ Create innovative business models for established companies or startups.
- ✓ Assess the conditions for the success of a business model.
- ✓ Evaluate how different business models can reshape competitive dynamics.
- ✓ Communicate the features of a business model and its innovative elements effectively and professionally.

MODULE 13

COMMUNICATION & DISSEMINATION

GENERAL DESCRIPTION

This module focuses on how to communicate and disseminate ideas, projects and results effectively in the agrifood sector, combining tradition and innovation to reach different audiences. It introduces key concepts such as audience analysis, key messages, communication channels, branding and digital tools, and looks at how dissemination extends the reach and impact of research, projects and entrepreneurial initiatives. The module also considers the role of agrifood actors in sharing knowledge and creating sustainable value. Practical activities, which include laboratory sessions, company visits and a team project, connect theory with real-world application and foster collaboration, critical thinking and problem-solving skills.

AIMS

- ❖ Provide the knowledge and practical tools to plan effective communication and dissemination activities, with a focus on the agrifood sector.
- ❖ Introduce the main concepts of communication, from audience analysis and key messages to branding and digital channels.
- ❖ Explore how tradition and innovation can be combined in communication that supports sustainable value creation.
- ❖ Examine the role of agrifood actors in sharing knowledge and results.
- ❖ Develop teamwork and practical problem-solving skills through hands-on activities and a collaborative project.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Analyze audiences, trends and context to identify communication and dissemination opportunities in the agrifood sector.



- ✓ Develop clear messages and communication strategies that integrate tradition, innovation and branding.
- ✓ Apply digital tools and channels to enhance visibility, engagement and reach.
- ✓ Plan dissemination activities to share knowledge and results with relevant stakeholders, and assess their impact.
- ✓ Apply knowledge through hands-on activities and team-based projects, demonstrating problem-solving and collaboration skills.

MODULE 14

OPEN INNOVATION LABS TRAINING

GENERAL DESCRIPTION

This module introduces students to the Open Innovation Labs of CIHEAM Bari, the spaces of the Mediterranean Innovation Hub where ideas are developed, prototyped, documented and presented. It combines an overview of how the labs work, including the rules for access, use and safety, with practical sessions in which students learn to use the available equipment and tools.

Placed before the Project Work, the module prepares students to work autonomously in the labs and to use them to develop and present solutions to real challenges. It is delivered through introductory lectures and hands-on sessions led by trained staff.

AIMS

- ❖ Introduce the Open Innovation Labs of CIHEAM Bari, their spaces, services and rules of use.
- ❖ Provide the practical skills to use the labs' equipment and tools safely and autonomously.
- ❖ Show how the labs support the path from an idea to a prototype and its presentation.
- ❖ Prepare students to use the labs effectively in their Project Work.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Describe the spaces, services and access rules of the Open Innovation Labs.
- ✓ Apply the safety and usage protocols of each lab.
- ✓ Use the basic equipment and tools of the labs to develop, document and present an idea.
- ✓ Identify which lab and tools best fit each phase of a project.
- ✓ Plan the use of the labs for their own Project Work.



MODULE 15

CONTENT CREATION & STORYTELLING

GENERAL DESCRIPTION

This module presents storytelling as a key competence for communicating research, projects and entrepreneurial ideas to different audiences. It opens with a preparatory session on the elements of a story (character, objective, obstacle, resolution, change), the development of an idea from concept to pitch, the construction of the narrative arc and the translation of ideas into media formats.

The module then moves to three hands-on labs: video and reel, from script to filming and editing; podcast, from script to sound design and post-production; and article, from idea to publication with images. Students work on their own ideas and projects, and produce short communication outputs that can be shared through CIHEAM Bari channels and tested with real audiences.

AIMS

- ❖ Introduce storytelling as a competence for communicating research, projects and entrepreneurial ideas.
- ❖ Provide basic techniques to structure a narrative, from idea to pitch.
- ❖ Offer hands-on practice in video, podcast and article production.
- ❖ Enable students to measure the impact of their communication with real audiences.

LEARNING OUTCOMES

By the end of the module, students will be able to:

- ✓ Apply basic storytelling techniques to structure a narrative.
- ✓ Communicate their research and ideas clearly to different audiences.
- ✓ Translate an idea into a pitch and into the media format that suits it best.
- ✓ Produce short videos, podcasts and articles as communication tools.
- ✓ Reflect on the role of communication in professional and scientific contexts.



PROJECT WORK / INTERNSHIP

GENERAL DESCRIPTION

The Project Work represents the core experiential component of the International I Level Master in *Open Innovation & Youth Entrepreneurship in the Mediterranean Agrifood Sector* at CIHEAM Bari. Conceived as a curricular internship, it is developed in close collaboration with partner companies and organizations, with the objective of addressing real business challenges through the design of innovative, sustainable, and market-oriented solutions.

This phase embodies the Master's learning-by-doing approach, allowing students to work directly with companies, stakeholders, and experts from the agrifood ecosystem. The Project Work integrates methodological rigor with practical experimentation, enabling participants to engage with complex innovation processes while responding to concrete needs emerging from the sector.

The Project Work is structured around the Open Innovation paradigm, with a strong methodological focus on the Design Thinking approach. This framework guides students in exploring innovation challenges from both a human-centric and planet-centric perspective, fostering solutions that are not only technically and economically viable, but also socially and environmentally responsible.

Through Design Thinking, students are guided across the key phases of the innovation process. They begin by deeply understanding company contexts and stakeholder needs through qualitative research activities such as interviews, field observations, and co-creation workshops. Insights generated during this phase are translated into ideas and concepts that are progressively refined through rapid prototyping, testing, and validation cycles, ensuring alignment with real-world constraints and opportunities.

The Project Work unfolds through an iterative and structured pathway, punctuated by regular milestones, reviews, and interactions with partner companies. Students work in multidisciplinary teams and are continuously supported by a dual coaching system:

- **Innovation Coaches**, who guide teams on methodology, teamwork, problem framing, and innovation processes.
- **Technical-scientific Coaches from CIHEAM Bari**, who provide sector-specific expertise, ensuring scientific soundness, technical feasibility, and coherence with agrifood systems and sustainability principles.



In parallel with the core Project Work activities, students take part in a rich set of thematic laboratories and complementary learning experiences, designed to strengthen transversal and professional skills essential for innovation-driven careers. These include Team Building activities, Company Meetings, Pitching Labs, Public Speaking and Storytelling sessions, Soft Skills Empowerment workshops, Alumni Talks, and Inspirational Labs with professionals, entrepreneurs, and innovators. Together, these activities reinforce personal development, leadership, communication effectiveness, and professional awareness.

The Project Work culminates in the development and presentation of a final business case, where each team delivers a comprehensive and actionable proposal to partner companies and stakeholders, demonstrating the entire innovation journey from problem identification to solution design and validation.

AIMS

- ❖ Develop advanced competencies in open innovation methodologies, enabling students to address complex business challenges through structured, human-centered approaches.
- ❖ Strengthen collaboration between academia, companies, and innovation ecosystems, fostering knowledge exchange and co-creation.
- ❖ Enhance entrepreneurial, leadership, and teamwork skills, preparing students to operate in multidisciplinary and dynamic professional environments.
- ❖ Promote the design of sustainable, ethical, and impactful solutions, aligned with environmental and social priorities in the agrifood sector.
- ❖ Equip students with practical and professional skills for careers in innovation management, entrepreneurship, consultancy, and corporate innovation.

LEARNING OUTCOMES

By completing the Project Work, students will be able to:

- ✓ Analyze and frame complex innovation challenges in the agrifood sector using structured research and stakeholder analysis methods.
- ✓ Design, prototype, and validate innovative solutions aligned with user needs, company strategies, and sustainability goals.
- ✓ Apply Design Thinking methodologies in real organizational contexts, translating theory into practice.
- ✓ Make evidence-based decisions by collecting and interpreting qualitative and quantitative feedback.
- ✓ Work effectively in multidisciplinary teams, demonstrating leadership, collaboration, and project management skills.
- ✓ Communicate project outcomes clearly and convincingly through professional presentations and business cases.



KEY HIGHLIGHTS OF THE PROGRAM

- Curricular internship experience developed in close collaboration with partner companies and organizations.
- Continuous coaching and mentoring, combining innovation expertise and technical-scientific guidance from CIHEAM Bari.
- Integrated learning ecosystem, combining Project Work activities with labs on pitching, communication, soft skills, and professional development.
- Strong sustainability focus, addressing ethical, environmental, and social dimensions of innovation in agrifood systems.
- Final business case presentation, showcasing concrete, actionable solutions delivered to companies and stakeholders.