

		Titolo del Master/Short Master proposto	MASTER IN OPEN INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR				Al Magnifico Rettore				
MODULO FORMATIVO numero 1		Titolo del modulo	Start-up & Business management								
		Docente responsabile del modulo didattico	G.De Gennaro								
		Docente		Attività didattica prevista per ciascun modulo formativo							
Tematica della lezione / attività formativa		Cognome e nome	Qualifica, sede di afferenza e SSD	ore per lezioni frontali	ore per esercitazioni/laboratori	ore di studio individuale	ore di stage	seminari / altre attività	impegno totale ore	CFU	
- Startup definitions, theoretical approaches Definition of entrepreneur, role in innovation processes.		Giordano Dichter-H&D Partners; Damiano Petruzzella (CIHEAM Bari)		12		26			38	1,50	
-The startup ecosystem: the role of incubators/accelerators, Venture Capital, Business Angels, crowdfunding. -How to build innovation networks in different		Giordano Dichter-H&D Partners		4		9			13	0,50	
· Learning from success: best practices from successful startups and innovative enterprise in agrifood sector		Company / startup		2		4			6	0,25	
Team Building		Pasquale Adamo Master Coach Italia		6		13			19	0,75	
-Introduction to Design Thinking		Francesco D'Onghia-ALMACUBE		4		9			13	0,50	
· Learning from success: best practices from successful startups and innovative enterprise in agrifood sector		Company / startup		2		4			6	0,25	
WEEK 2											
- From Business Model to Business Plan		Ugo Mendes Donelli-Hugowiz		16		34			50	2,00	
- Agile methodologies: time and management, people organization, people recruiting, people management, the importance of the team for a successful startup		Ugo Mendes Donelli-Hugowiz		12		26			38	1,50	
· Learning from success: best practices from successful startups and innovative enterprise in agrifood sector		Company / startup		2		4			6	0,25	
				Totale	60	0	128	0	0	188	7,50


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	MODULO FORMATIVO numero 2	Titolo del modulo	Innovation in Agrifood Sector								
		Docente responsabile del modulo didattico	T. Miano								
	Tematica della lezione / attività formativa	Docente		Attività didattica prevista per ciascun modulo formativo							
		Cognome e nome	Qualifica, sede di afferenza e SSD	ore per lezioni frontali	ore per esercitazio ni/laborato	ore di studio individuale	ore di stage	seminari / altre attività	impegn o totale ore	CFU	
	WEEK 3										
	SDG and New challenges in the agro-food sector: innovative products, processes, organization and marketing; How innovation contributes through circular	T.Miano (uniba)		6		13			19	0,75	
	Innovation chain - EIP, knowledge transfer, Innovation broker and manager	Pacôme Elouna Eyenga EIP-AGRI, European Innovation Partnership		6		13			19	0,75	
	- New trends in the agro-food sector: innovative products, processes, organization and marketing; - How innovation contributes through circular economy to waste and environmental impact	N.lammadalena (Ciheam Bari), (Ciheam Bari)		4		9			13	0,50	
	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	F.santoro (Ciheam Bari)		4		9			13	0,50	
	Big data and artificial intelligence for Agrifood Sector; The culture of open source applied to agrifood sector	Antonio Gagliardi- (BlURhapsody)		4		9			13	0,50	
	- Emerging technologies changing the way of doing business from "farm to fork": Digital Transformation for food chain smart agriculture, Big Data, IoT, Artificial Intelligence /	v.verrastro (ciheam bari)		4		9			13	0,50	
	Learning from success: best practices from successful startups and innovative enterprise in agrifood sector	Company from Confindustria, Uniba startup		2		4			6	0,25	
			Totali	30	0	64	0	0	94	3,75	

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		Titolo del modulo	Social Innovation in Agrifood Sector							
MODULO FORMATIVO numero 3		Docente responsabile del modulo didattico	T. Miano							
Tematica della lezione / attività formativa		Docente		Attività didattica prevista per ciascun modulo formativo						
		Cognome e nome	Qualifica, sede di afferenza e SSD	ore per lezioni frontali	ore per esercitazio ni/laborato	ore di studio individual	ore di stage	seminari / altre attività	impegn o totale ore	CFU
WEEK 4									0,0	
- Theories and models of social innovation. Methods of analysis for the identification of social problems and new challenges in rural areas. Public policies for social innovation		Gabriele Masci (Università Tor vergata- Roma)		6		13			18,75	0,75
- Measuring and evaluating impacts for a sustainable entrepreneurship model. Open Impact Lab.		Luigi Corvo Lavinia Pastore Arianna Manti (Università Tor vergata- Roma)		8		17			25	1,00
- Design for social innovation in agrofood sector. Creation of a product-service-system for sustainability investigating the way design		Mauro Filippi, (Push)		8		17			25	1,00
- Working with people and local communities: leadership, group management, Corporate Sustainability, community engagement and management;		Marco Notarnicola Genevra Errico (Ex Fadda)		6		13			19	0,75
Learning from success: Meeting with social enterprises, community cooperatives and other organizations		Roberto Paladini - (Cooperativa comunità Melpignano)		2		4			6	0,25
			Totali	30	0	64	0	0	94	3,75



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MODULO FORMATIVO numero 3	Titolo del modulo	marketing and communication for startup								
	Docente responsabile del modulo didattico	T. Miano								
Tematica della lezione / attività formativa	Docente		Attività didattica prevista per ciascun modulo formativo				impegno totale ore	CFU		
	Cognome e nome	Qualifica, sede di afferenza e SSD	ore per lezioni frontali	ore per esercitazioni/aboratori	ore di studio individuale	ore di stage			seminari / altre attività	
Digital Marketing and Communication Strategies (Growth Hacking as a useful ally for the startups)	Luca Barboni- 247X Your Dedicated Growth Team		6		13		18,75	0,75		
Digital Marketing for validation of business model and go to market	Matteo Paradisi (Lventure LUISS EnLabs)		6		13		19	0,75		
Learning from success: Meeting with start up, innovative comapanies and other organizations	Company / startup		2		4		6	0,25		
Communication tool for startup	Flavia Rubino- (The Talking Village)		6		13		19	0,75		
Learning from success: Meeting with start up, innovative comapanies and other organizations	Company / startup		2		4		6	0,25		
Brand Development for startup, piani di valorizzazione e divulgazione business oriented	A.amati META venture, M.Gay Digital Magics		6		13		19	0,75		
Learning from success: Meeting with start up, innovative comapanies and other organizations	Company / startup		2		4		6	0,25		
			Totali	30	0	64	0	0	94	3,75

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		Startup Creation through Lean Startup approach.										
		2nd Project work, 5 weeks										
MODULO FORMATIVO numero 3		Docente responsabile del modulo didattico		G. de Gennaro								
		Docente		Attività didattica prevista per ciascun modulo formativo								
Tematica della lezione / attività formativa		Cognome e nome	Qualifica, sede di afferenza e SSD	ore per lezioni frontali	ore per esercitazio ni/laborato ri	ore di studio individuale	ore di stage	seminar i / altre attività	impeg no totale ore	CFU		
developing businesses and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business-hypothesis-												
STEP 1 Phase 1 FIND the Business Idea This is a crucial phase. When startupper choose a business idea to execute with the Lean Startup Methodology, it is important to consider whether or not the problem that your product will solve is important enough for customers to want to purchase it.		Matteo Paradisi (Lventure LUISS EnLabs) Gianluigi De Gennaro (UNIBA)		30		64			94	3,75		
STEP 2 After the validation of the problem, people will build their product/service, Minimum Viable Product (MVP). The MVP is a version of the product people wish to build that will allow their team to easily collect the most data about		Andrea dal Piaz (Lventure LUISS EnLabs) Gianluigi De Gennaro (UNIBA)		30		64			94	3,75		
STEP 3 Product validation is a key step in building a successful Lean Startup. In this step, it is time to experiment the business idea in the real world. Test the MVP with real customers in the marketplace, early adopter or		Matteo Paradisi (Lventure LUISS EnLabs) Gianluigi De Gennaro (UNIBA)		30		64			94	3,75		
STEP 4 - Develop a brand identity for the new product/service and preparation for the final pitch presentation		Matteo Paradisi (Lventure LUISS EnLabs) Gianluigi De Gennaro (UNIBA)		14		30			44	1,75		
			Totale	104	0	221	0	0	325	13,00		

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MODULO FORMATIVO numero 3		Titolo del modulo	How to create innovative product/service starting from companies needs using Design Thinking approach								
		Docente responsabile del modulo didattico	T. Miano								
Tematica della lezione / attività formativa		Docente		Attività didattica prevista per ciascun modulo formativo							
		Cognome e nome	Qualifica, sede di afferenza e SSD	ore per lezioni frontali	ore per esercitazio ni/laborato	ore di studio individuale	ore di stage	seminari / altre attività	impegn o totale ore	CFU	
*Design thinking is an approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success. It facilitates new relevant innovative solutions, by building a deep empathy with the people they are designing for and ending with new											
1 step											
- Intro al Design Thinking - Presentation of the innovative enterprises - Team creation and challenge assignment		Francesco D'Onghia- "Almacube"; Teodoro Miano(UNIBA); D.Petruzzella (Ciheam Bari)		30		64			94	3,8	
- Team work											
2 step											
Discovery phase		Eleonora Musca "Almacube"; Maria De Angelis		30		64			94	3,8	
- Team work											
3 step											
Development phase		Eleonora Musca "Almacube"; Maria De angelis (UNIBA)		30		64			94	3,8	
- Team work											
4 step											
Refinement and Pitching		Francesco D'Onghia- "Almacube"; Teodo Miano(UNIBA); D.Petruzzella (Ciheam Bari)		10		21			31	1,3	
- Final Pitching				6		13			19	0,8	
				Totali	106	0	225	0	0	331	13,25



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proposto**

**MASTER IN OPEN INNOVATION AND
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MEDITERRANEAN AGRIFOOD SECTOR**

Al Magnifico Rettore

MODULO FORMATIVO numero 3

Titolo del modulo

Internship project with Design Thinking Approach

**Docente responsabile
del modulo didattico**

**Tematica della lezione / attività
formativa**

Docente

**Attività didattica prevista per ciascun modulo
formativo**

Cognome e nome

Qualifica, sede di
afferenza e SSD

ore per
lezioni
frontali

ore per
esercitazio
ni/laborato

ore di
studio
individuale

ore di
stage

seminari
/ altre
attività

impegn
o totale
ore

CFU

MODULE F: 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.

0

300

300

12,0

0

0

0,0

0

0

0,0

Totali

0

0

0

300

0

300

12,00

PROVA FINALE

24

3,0