

Università degli Studi di Napoli
"Parthenope"



“Master in Entrepreneurship and Innovation Management” 4th edition Call

MEIM – Master in Entrepreneurship and Innovation Management is a full-time 12-month study program, born from the collaboration between the University of Naples "Parthenope" and the MIT Sloan School of Management, the business school of the Massachusetts Institute of Technology (MIT), Cambridge – USA.

The program provides an advanced level of professional competence in entrepreneurship and innovation management, offering the opportunity to attend classes at the Sloan School of Management and explore the MIT ecosystem during a three-week visit to the campus. The educational style aims to build skills in entrepreneurial leadership, focusing on topics such as value creation, acquisition of soft skills, business model design, and innovation. Furthermore, aspiring to build cross-disciplinary professionalism suited to keep pace with contemporary innovative and technological processes, the program includes modules focused on developing computer science skills and artificial intelligence management, as well as management engineering and project management.

In addition to the program offered by the university's faculty, MEIM benefits from educational projects delivered by internationally renowned academics as well as high-level professionals from the corporate world. Upon completion of the program, students can choose between an internship in a company or, alternatively, the launch of their own entrepreneurial project, supported by a team of business development experts offered by the University of Parthenope. In addition to the important partnership with MIT, MEIM has established advanced collaborations for internships and corporate testimonies with significant national and/or international players such as Grimaldi, Next Geosolution, Ducati, Illimity Bank, Hitachi, and many others.

THE RECTOR

DECREES

Article 1) The new selection announcement is issued for the admission to the IV edition of the First Level University Master in "Entrepreneurship and Innovation Management" (Master EIM) established at the University of Naples "Parthenope" for the academic year 2024-2025, with the Rectoral Decree No. 564 of 12.06.2024, which provides for a maximum number of 40 participants.

Article 2) The registrations of the 17 candidates already selected following the announcement issued with Rectoral Decree No. 564 of 12.06.2024 are confirmed.

The related selection announcement is attached to this decree and constitutes an integral part of it. This decree is issued urgently and will be ratified in the first useful meetings of the governing bodies.

**Art. 1
General indications**

The UNIVERSITY OF NAPLES "PARTHENOPE" announces, for the academic year 2024-2025, a public selection by qualifications and examination for admission to the 1st level Master Course in "Entrepreneurship and Innovation Management" - IV Edition. The selection is reserved for candidates in possession of a university degree pursuant to art. 4 of this announcement. The minimum number of participants is 15, the maximum is determined in the number of 40 students.

**Art. 2
Purposes, training objectives and career opportunities**

The Level I University Master Course in "Entrepreneurship and Innovation Management" is activated by the University of Naples "Parthenope", in collaboration with the Sloan School of Management of the Massachusetts Institute of Technology (MIT).

The Master aims to train professionals with specific and transversal skills in the managerial, engineering and tech fields as part of an interdisciplinary training program, useful for understanding and managing the dynamics of companies in new competitive scenarios characterized by the introduction of new technologies and innovations.

The development of distinctive skills is made possible thanks to a training plan, which integrates the theoretical contents with the technical and practical aspects of business management and the dynamics deriving from the development and / or adoption of new technologies.

The Master education will provide professional opportunities in consultancy companies, investment banks, corporations, SMEs and startups.

The Master envisages 1800 hours of classes, labs, group work, workshops and individual work, company visits and internships equal to 72 ECTS. The master will have the following duration: October 2024 – December 2025 (unless otherwise specified in the completion of the selection procedure). If special

contingencies so require (ex. pandemic), the teaching organization will provide for the blended mode or exclusively the use of the online platform.

The Master is divided into 4 modules made up of teaching units (TU). The master program, within the didactic units, proposes:

- frontal teaching lessons held by university professors, industry experts and managers of partner organizations, accompanied by exercises, case analysis and discussion and dissemination of real world cases;
- laboratory activities for the technical deepening of the functioning and managerial implications relating to the use of enabling technologies in production processes, for the acquisition of a series of transversal cognitive relational and communicative skills and for the transfer of enabling knowledge and skills necessary for identifying market opportunities, conceptualizing, planning and starting a new entrepreneurial activity;
- company testimonials on emerging issues of operational relevance for internship activities and professional growth;
- company visits to partner organizations where students come into direct contact with the world of work and gain business experience relating to managerial aspects in highly innovative contexts;
- examination sessions for carrying out the assessment tests. Tests may consist of written assignments, group work, case discussion and project work- Tests are aimed at verifying the level of preparation achieved and are necessary to certify the achievement of credits.

The Master program consists of the following modules:

- Management Pillars
- Innovation Management
- Project and Operations Management
- Innovation Driven Entrepreneurship

The lessons are held by university professors, industry experts, managers and entrepreneurs. By the end of the classes, students will carry out internships, with a minimum duration of 250 hours, including company visits, at the partner organizations of the Master.

For details, visit the website: www.mastereim.uniparthenope.it

Art. 3

Duration of the Course, Credits and qualification awarded

The training course lasts one year for a total of 1,800 hours and is equal to 72 training credits as required by art. 7, paragraph 4 of the Ministerial Decree no. 270/2004. The overall total of students' activities of 1800 hours includes: frontal teaching (also including exercises, group work, workshops and individual work), company testimonials, company visits, individual study internships and preparation of the final exam. The frontal teaching, divided into four teaching modules, includes 184 hours of classes, 950 hours of laboratory activity, 25 hours of testimonials. The internship, which is an integral part of the training course, has a minimum duration of 250 hours, including company visits.

Attendance to the Master is compulsory. Absence from the Master's activities in excess of 20% of the overall total of hours provided for frontal teaching will result in exclusion from the Master.

The achievement of the University Master is subject to the passing of tests and a final test to be carried out through the preparation of a thesis in the form of Master / Project. The title of "Master in Entrepreneurship and Innovation Management" will be issued by the University of Naples "Parthenope" to those enrolled who have fulfilled the attendance obligations and who have achieved the 72 university credits required.

Pursuant to art. 142 of the Consolidated Law no. 1592/1933, simultaneous enrollment in three-year degree courses, specialist degree courses, research doctorates, postgraduate and master's degree courses at the same or other university is prohibited. In case of admission, the student enrolled in one of the above courses, in order to participate in the Master, must necessarily request suspension from the course of study in which he is enrolled. At the end of the course, after passing the verification tests required for each teaching module and the final exam, the title of 1st level University Master in "Entrepreneurship and Innovation Management" will be awarded.

Art. 4
Admission requirements

The Master is open to a maximum of 40 participants (minimum number 15) in possession of a 1st level degree or equivalent. Undergraduates will be able to participate in the selection subject to graduation within the deadlines set for enrollment. Admission to the Master is subject to the evaluation of the curriculum, the passing of a selection interview and the performance of a written test.

Art. 5
Location of the course and start of the teaching activity

The training activities will start in October 2024 and will take place at the Villa Doria D'Angri headquarters of the University of Naples "Parthenope". The internship / training activities will take place at the affiliated facilities.

Art. 6
Faculty, teaching organization

A Management Committee coordinates the teaching activities. Responsible for the planning, organization, monitoring and evaluation is the Scientific Technical Committee / Teaching Board constituted as follows:

- 1) Prof. Antonio Garofalo
- 2) Prof. Alberto Carotenuto
- 3) Prof. Bill Aulet
- 4) Prof. Phil Budden
- 5) Prof. Francesco Calza
- 6) Prof. Chiara Cannavale;
- 7) Prof. Rosalia Castellano;
- 8) Prof. Michael Cusumano;
- 9) Prof. Giovanni De Luca;
- 10) Prof. Giuseppe De Marco;
- 11) Prof. Marco Ferretti;
- 12) Prof. Fiona Murray;
- 13) Prof. Mariarosaria Napolitano;
- 14) Prof. Michele Simoni;
- 15) Prof. Gabriele Sampagnaro;
- 16) Prof. Adele Parmentola;
- 17) Prof. Francesca Perla
- 18) Prof. Claudio Porzio;
- 19) Prof. Francesco Schiavone;
- 20) Prof. Scott Stern;

- 21) Prof. Mariapina Trunfio;
- 22) Prof. Nicola Massarotti;
- 23) Prof. Laura Vanoli;
- 24) Prof. Elio Jannelli;
- 25) Prof. Renato Passaro;
- 26) Prof. Ivan Arsie;
- 27) Prof. Pierluigi Caramia;
- 28) Prof. Marco Ariola;
- 29) Prof. Alessandro Mauro;
- 30) Prof. Antonella Petrillo;
- 31) Prof. Antonio Bracale;
- 32) Prof. Roberto Cerchione;
- 33) Prof. Antonio Forcina;
- 34) Prof. Pasquale De Falco;
- 35) Prof. Giovanni Di Ilio;
- 36) Prof. Simona Di Fraia.
- 37) Prof. Giulio Giunta
- 38) Prof. Francesco Camastra
- 39) Prof. Angelo Ciaramella
- 40) Prof. Ardelio Galletti
- 41) Prof. Antonino Staiano
- 42) Prof. Aniello Castiglione
- 43) Prof. Alessio Ferone
- 44) Prof. Antonio Maratea
- 45) Prof. Livia Marcellino
- 46) Prof. Raffaele Montella
- 47) Prof. Giuseppe Salvi

Art .7

Procedures and terms for submitting applications

The application for admission to the selection, drawn up on plain paper according to the scheme attached to this announcement, must be received by **30th September 2024** by email at the address: **direzione.disaq@uniparthenope.it** (only for foreign students, Italian students must send a PEC to : disaq@pec.uniparthenope.it, as stated in the Italian version of this announcement) stating in the email subject “**MEIM APPLICATION**” or alternatively by registered letter with return receipt. or by hand delivery, in a sealed envelope to the following address: Secretariat of the Master in Master in Entrepreneurship and Innovation Management c / o Department of Business and Quantitative Studies - University of Naples Parthenope - Via Generale Parisi, 13, 80132 Naples.

It should be noted that the application must be received by 12.00 am of the aforementioned deadline and, in the case of sending by post, the stamp of the accepting post office will not be valid.

The hand delivery of the application can be made from Monday to Friday from 10.00 to 12.00 at the Department of Business and Quantitative Studies of the University of Naples Parthenope Via Generale Parisi, 13 - IV floor, rooms 431 A / B.

The package containing the application with the attachments must show on the outer envelope the indication of the name and surname, the address of the candidate and the reference: "**Application for participation in the Master in EIM IV Edition**"

Pursuant to the provisions of art. 39 of Presidential Decree no. 445/2000, the signing of the application is not subject to authentication.

Incomplete, unsigned applications, those without personal data and those that, for any reason, should be produced after the deadline indicated above or in deviation from the methods specified above will not be taken into consideration.

Together with the application form, drawn up on plain paper according to the model attached to this Notice, the following documentation must be included:

1. **curriculum vitae et studiorum** signed by the candidate complete with personal data, postal address, telephone numbers and e-mail;
2. **degree certificate** indicating the marks reported in the individual exams, the graduation exam mark and the date of the latter or substitutive declaration of certification, made pursuant to art. 46 of the Presidential Decree n ° 445 of 28.12.2000, in which the interested party certifies, under his own responsibility and in the awareness of the criminal and administrative sanctions incurred in the event of false declarations, the possession of the qualification valid for access to the Master , the marks reported in the individual exams, the mark of the degree exam and the date of the latter. In the case of graduating students, this certification must be delivered to the Secretariat of the Master by the starting date of the selections;
3. title, subject, supervisor and brief description of the degree thesis (max 2,000 characters);
4. any other qualifications certifying training activities or previous professional experiences;
5. list of all documents and qualifications presented;
6. copy of a valid identity document.

The listed qualifications will not be taken into consideration, if not attached or self-certified as well as the qualifications for which it is not possible to identify the Institute, the place and date of achievement or the qualifications for which it is not possible to identify the relative nature and / or validity. The University of Naples "Parthenope" reserves the right to request the original documentation following the formulation of the final ranking.

Qualifications that can be assessed are: other academic qualifications in addition to the one required (second level degree, PhD, Scholarships, Research grants, Masters); post-graduate courses of specialization, training, specialization; work and / or professional, didactic and university experiences in sectors related to the Master; knowledge of foreign languages; any professional qualifications; scientific publications, certificates of participation in congresses and conferences.

The application for admission to the selection can be submitted by those who, on the expiry date of the call, are in possession of the qualifications referred to in art. 4 or by those who achieve the qualification required for admission, under penalty of forfeiture of admission in the event of a positive outcome of the selection, by the starting date of the selections.

Art. 8 Admission procedures

The Master's program is open to a maximum of 40 participants. Preference for admission will be given to the candidates already selected under the announcement in Rectoral Decree No. 564 of 12/6/2024.

The selection of candidates takes place through the evaluation of curricula and an interview. Candidates will be judged by an examining commission appointed by Rector's Decree and proposed by the Scientific Technical Committee / Operational Technical Committee.

The commission can award a maximum of 100 points divided as follows:

1. evaluation of the curriculum and qualifications by assigning a score (max 50):

- degree mark: up to a maximum of 20 points
- titles: up to a maximum of 10 points
- curriculum: up to a maximum of 20 points

2. Interview max 50 points

In the event of a tie, the youngest candidate prevails.

The results of the selection will be published on the Parthenope University website and on the Master's website within 3 days from the date of the interview.

It should be noted that all communications regarding the selection and merit rankings will be published on the Parthenope University website and no personal communications will be made to candidates except in cases of exclusion.

On the scheduled dates, all candidates who have not received notice of exclusion from the competition must present themselves at the test venue within the scheduled time, with a valid identification document. Failure to attend the interview will result in the candidate being excluded from office.

It will not be possible to take the interview on days other than those scheduled, even if the candidate is unable to attend due to force majeure or other documented impediments.

No reimbursement of expenses is due to candidates who sit the tests.

For the purposes of the final merit ranking, the commission takes into account the evaluation of the curriculum, qualifications, publications and interview.

At the end of the work, the commission draws up the list of suitable candidates in order of score with the specification of those admitted to the course (up to a maximum of 25). This single ranking, based on the overall score obtained, will be published on the website www.uniparthenope.it, www.meim.uniparthenope.it.

Any places made available following renunciation by one or more of the candidates admitted to participate may be filled by scrolling the ranking up to the established number.

Art. 9

Participation fee and application form

The participation fee for the Master is equal to € **20,000.00**, which does not include travel and accommodation expenses relating to the "MIT Immersion Program". The registration fee does not include accommodation costs in the city where the Master is located (Naples).

The participation fee must be paid in the following way:

- First installment of € 200,00 upon registration;
- Second installment of € 6,600 on December 31st 2024.
- Third installment of € 6,600 on March 31st 2025.
- Fourth installment of € 6,600 on June 30th 2025.

Furthermore, for deserving students, scholarships are provided to cover part of the enrollment fee for the Master in Entrepreneurship and Innovation Management. In the case of acquisitions of further financing the number and amount of scholarships may be increased

Candidates who have placed themselves in a useful position in the ranking will be able to enroll in the Master, by submitting to **the Student Secretariat (via Generale Parisi 13 - Naples, during the counter opening hours), under penalty of forfeiture**, the application form within 7 days from the date of approval and communication of the final selection ranking, accompanied by:

receipt of payment of the first installment of the registration fee € **200,00**

Payments of the registration fees relating to the Master's to be made through the PagoPA system or a second alternative method that will be communicated.

Registration fees are non-refundable under any circumstances.

In case of forfeiture or renunciation, those who, due to the scrolling of the merit ranking list, will be usefully placed and will have the obligation to deliver the application for registration accompanied by the receipt of payment of the first installment within 5 days from the date of communication scrolling of the ranking, under penalty of forfeiture.

Registration fees are non-refundable under any circumstances.

Art. 10

Beginning of courses, renunciation and forfeiture

The start of the courses is scheduled for October 2024, unless the procedure is completed otherwise.

Those admitted to the course who have not completed their enrollment within 7 days since the publication of the ranking by submitting the relevant application accompanied by the payment of the first installment of the enrollment fee, will forfeit their participation in the course. In case of forfeiture or renunciation, those who, due to the scrolling of the merit ranking list, will be usefully placed will be admitted.

The admitted, who after starting the training activity does not continue it regularly and uninterruptedly for the entire duration provided without justified and proven reason, or who is responsible for serious and repeated failures, or who finally gives proof of sufficient aptitude for carrying out the training project, is declared forfeited from further attendance of the course with a motivated provision of the Technical Operational Committee of the Master. The interested party is immediately notified of the initiation of the relevant procedure and has the right to make his / her position known by means of written communication within the following three working days.

The conclusion of the procedure, which may consist either in an archiving of the documents or in the aforementioned forfeiture provision, will be given a motivated communication to the interested party.

If the admitted student renounces attendance or lapses, there is no reimbursement of expenses incurred, as well as of the course registration fees.

Admitted candidates, where subject to compulsory insurance against accidents at work and occupational diseases, are insured, in accordance with the provisions contained in Law 29.12.41 no. 1659 and Presidential Decree June 30, 1965, n. 1124 and subsequent amendments, at the National Institute for Insurance of Accidents at Work (INAIL).

Art. 11
Responsible for the procedure

For responsibilities that are not directly attributable to the Academic Board, the Head of the Procedure, pursuant to law 241/1990, is the Administrative Secretary of the Department of Business and Quantitative Studies.

Art. 12
Treatment of personal data

The personal data transmitted by the candidates with the application for registration for the selection, pursuant to art. 11 and art. 13 of the Legislative Decree 30 June 2003, n. 196, will be processed for the purposes of managing the selection procedure. At any time, interested parties may exercise the rights referred to in art. 7 of Law 196/03 against the owner or manager of the processing of personal data.

Naples

fto The **Rector**
(prof. Antonio Garofalo)

Application for participation in the selection for access to the 1st level Master in "Entrepreneurship & Innovation Management" – fourth edition

To Segreteria del Master in Entrepreneurship & Innovation Management
Dipartimento di Studi Aziendali e Quantitativi-
Università degli Studi di Napoli Parthenope –
Via Generale Parisi, 13, 80132 Napoli.

Fields marked with * are required

The undersigned

SURNAME _____

NAME _____

having read and accepted the relative announcement

ASKS

to participate for the academic year 2024-2025 to the selection for access to the 1st level Master course in
"Entrepreneurship & Innovation Management" second edition

Personal data

Surname* _____ Name* _____

Place of birth* _____ Date of birth * _____

Citizenship* _____ Gender * M F

Tax code* _____

Mobile phone _____

E-Mail _____

Residence Address

City* _____ Phone _____

Address* _____ n° _____ Zip code * _____

Domicile Address (if different from the residence)

City* _____ Phone _____

Address* _____ n° _____ Zip code * _____

Presentation of the disability form greater than or equal to 66%* **Yes** **No**

Type of disability: _____

Pursuant to current legislation, the undersigned, in relation to their handicap, requests the following aid for the completion of the selection test: _____

Day, _____ City _____

Signature _____

Substitutive declaration of certification (*)

(art. 46 D.P.R. n. 445/2000)

I, the undersigned, aware of the criminal penalties provided for in the case of false declarations, falsification of documents and use of false documents, referred to in art. 76 of the Presidential Decree n. 445/2000, having read and accepted the relative announcement

DECLARES:

- to be in possession of the following title::

- achieved on (dd/mm/yyyy)* _____

- final score* _____

- at: _____

- to be in possession of the registration certificate _____

Attach the following documentation to this application (in original or self-certified pursuant to art. 46 of Presidential Decree no. 445/2000):

a) curriculum vitae et studiorum;

b) degree certificate indicating the grade of the degree exam and the date of the latter (it can possibly be replaced by suitable self-certification);

c) any other qualifications certifying training activities or previous professional experiences;

d) list of all documents and qualifications presented;

e) photocopy of a valid identity document.

Date _____

Full and legible signature _____

Candidates' personal, sensitive and judicial data will be processed by the Administration in accordance with the University Regulations for the processing of sensitive and judicial data, in application of Legislative Decree n. 196 of 30.6.2003.

Information pursuant to Article 13 of Legislative Decree n. 196 of 30.6.2003, containing rules on the processing of personal data: the above data are collected for the purposes of the procedure for which they are released and will be used exclusively for this purpose and, in any case, within the institutional activities of the University " Parthenope "of Naples, the data controller. The interested party has the rights referred to in Article 7 of Legislative Decree No. 196/2003.

Pursuant to art. 38 of the Presidential Decree 28 December 2000 n. 445, the declaration is signed by the interested party in the presence of the employee, or signed and sent together with a **photocopy of an identity document of the declarant**