



THE RECTOR Prof. Antonio GAROFALO
DECREES

Art. 1)

The reorganisation of the Financial Plan for the Level I Master's Degree in Entrepreneurship and Innovation Management (Master EIM) – 5th edition, academic year 2025/2026, with 10 applicants, is approved, as an exception to the minimum number required;

Art. 2)

The call for applications for admission to the fifth edition of the Level I Master's Degree in Entrepreneurship and Innovation Management (EIM Master's) established at the University of Naples 'Parthenope' for the academic year 2025-2026, with Rector's Decree no. 368 of 06.05.2025, which provides for a maximum number of 40 participants.

Art. 3)

The eligibility for enrolment of the 10 candidates already selected following the call for applications issued by Rectoral Decree no. 368 of 06.05.2025 remains valid.



MASTER IN ENTREPRENEURSHIP
INNOVATION MANAGEMENT
IN COLLABORATION WITH MIT SLOAN

“Master in Entrepreneurship and Innovation Management” 5th edition Call

Art. 1

General information

The University of Naples ‘Parthenope’ announces, for the academic year 2025-2026, a public selection process based on qualifications and examination for admission to the Level I Master’s Degree Course in ‘Entrepreneurship and Innovation Management’ – 5th Edition. The selection is reserved for candidates who hold a degree as referred to in Art. 4 of this announcement. The minimum number of participants is 10 and the maximum number is set at 40 students.

Art. 2

Purpose, educational objectives and career opportunities

The Level I Master’s Degree Course in ‘Entrepreneurship and Innovation Management’ is offered by the University of Naples ‘Parthenope’, in collaboration with the Sloan School of Management at the Massachusetts Institute of Technology (MIT).

The Master’s programme aims to train professionals with specific and cross-disciplinary skills in the fields of management, engineering and IT as part of an interdisciplinary training programme, which are useful for understanding and strategically managing the competitive dynamics of companies in new competitive scenarios characterised by the introduction of new technologies and innovations.

The development of distinctive skills in learners is made possible thanks to a training plan that integrates theoretical content with the technical and practical aspects of business management and the dynamics resulting from the development and/or adoption of new technologies.

There are many career opportunities in industry, services and finance, particularly in managerial roles related to strategic decision-making support and business analysis, in management consulting firms, investment banks and medium to large industrial and service companies.



The Master's programme consists of 1,800 hours of training, exercises and group work, laboratories and individual work, company visits and internships, equivalent to 72 credits. The Master's programme will run from October 2025 to December 2026 (unless the selection procedure takes longer). If particular circumstances require it (e.g. pandemic), teaching will be organised in a blended format or exclusively using the online platform. The Master's programme is divided into 4 modules consisting of teaching units (UD). The training programme, within the teaching units, offers:

- lectures given by university professors, industry experts and managers from partner organisations, accompanied by exercises, case studies and discussions, and the sharing of operational experiences;
- laboratory activities for technical in-depth study of the functioning and managerial implications of the use of enabling technologies in production processes, for the acquisition of a series of cross-cutting skills of a cognitive, relational and communicative nature, and for the transfer of enabling knowledge and skills necessary for identifying market opportunities, conceptualising, planning and launching a new business venture;
- company testimonials on emerging issues of operational relevance for internship activities and professional growth;
- professionalising company visits to partner organisations, during which learners come into direct contact with the world of work and gain business experience related to managerial aspects in highly innovative contexts;
- examination sessions for the assessment tests. The tests may consist of written assignments, group work, case discussions and project work; they are designed to assess the level of preparation achieved and are necessary to certify the attainment of credits.

The courses that compose the Master's programme are:

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



The lessons are given by university professors, experts in the field, and managers from partner organisations and institutions.

At the end of the classroom period, students will undertake an internship lasting at least 250 hours, including company visits, at the Master's partner organisations.

For details, please visit: <https://meim.uniparthenope.it/>

Art. 3

Course duration, credits and qualification awarded

The training course lasts one year for a total of 1,800 hours and is equivalent to 72 credits, as provided for in Art. 7, paragraph 4 of Ministerial Decree No. 270/2004. The total number of hours of student activity (1,800) includes: classroom teaching (including exercises, group work, workshops and individual work), company testimonials, company visits, individual study internships and preparation for the final exam. The lectures, divided into four teaching modules, include 184 hours of classroom teaching, 950 hours of laboratory work and 25 hours of testimonials. The internship, which is an integral part of the training programme, has a minimum duration of 250 hours, including company visits.

Attendance at the Master's programme is obligatory. Absence from the Master's programme activities exceeding 20% of the total number of hours scheduled for classroom teaching will result in exclusion from the Master's programme.

The award of the Master's degree is subject to passing assessment tests and a final exam to be taken in the form of a Master's thesis/project. The University of Naples "Parthenope" will award the title of "Master's Degree in Entrepreneurship and Innovation Management" to students who have completed the attendance requirements and earned the 72 university credits required.

At the end of the course, upon passing the tests required for each teaching module and the final exam. At the end of the course, upon passing the tests required for each teaching module and the final exam, the title of Level I Master's Degree in 'Entrepreneurship and Innovation Management' will be awarded.



Art. 4

Admission requirements

The Master's programme is open to a maximum of 40 participants (minimum number 10) who hold a first-level degree or equivalent qualification.

Graduating students may participate in the selection process subject to obtaining their degree within the deadlines set for enrolment.

Admission to the Master's programme is subject to evaluation of the curriculum and a selection interview.

Art. 5

Course location and start date

The training activities will begin in October 2025 and will take place at Villa Doria D'Angri, University of Naples Parthenope. Internships/work placements will take place at affiliated organisations.

Art. 6

Faculty and Academic Organization

A Management Committee coordinates teaching and training activities.

The Technical Scientific Committee/Teaching Board is responsible for planning, organisation, monitoring and evaluation, and is composed as follows:

- 1) Prof. Antonio Garofalo;
- 2) Prof. Alberto Carotenuto;
- 3) Prof. Billa 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 deadlines for submitting applications for admission

Applications for admission to the selection procedure must be submitted by registering on the Esse3 Parthenope student portal at the following link: <https://uniparthenope.esse3.cineca.it> and clicking on “Registration” (or ‘Registration with SPID’) in the top left-hand menu. Once registered, students must log in to their personal page, click on “Menu” in the top right-hand corner and select “Secretariat” - “Master’s Assessment” and follow the assessment procedure for admission to the Master’s in “Entrepreneurship and Innovation Management”, attaching all the necessary documentation:

- 1) curriculum vitae et studiorum signed by the candidate, complete with personal details, postal address, telephone numbers and e-mail address;
- 2) degree certificate indicating the marks obtained in each exam, the final degree mark and the date of the degree exam, or a substitute declaration of certification, made pursuant to Article 46 of Presidential Decree No. 445 of 28 December 2000, in which the interested party certifies, under their own responsibility and in the knowledge of the criminal and administrative penalties incurred in the event of false declarations, that they possess the qualification valid for admission to the Master’s programme, the marks obtained in the individual exams, the mark obtained in the degree exam and the date of the latter. In the case of graduating students, this certification must be delivered to the Master’s Secretariat by the ENROLMENT date (The application for admission to the selection process may be submitted by those who, on the closing date of the call for applications, are in possession of the qualifications referred to in Article 4 or by those who obtain the qualification required for admission, under penalty of forfeiture of admission in the event of a positive outcome of the selection process);
- 3) title, subject, supervisor and brief description of the degree thesis (max 2,000 characters);
- 4) any other qualifications certifying previous training or professional experience;
- 5) list of all documents and qualifications submitted;
- 6) copy of a valid identity document.

Qualifications listed will not be taken into consideration if they are not attached or self-certified, or if it is not possible to identify the institution, place and date of attainment, or if it is not possible to identify the nature and/or validity of the qualifications. The University of Naples “Parthenope” reserves the right to request the original documentation after the final ranking has been drawn up.

The following qualifications are eligible for assessment: other qualifications in addition to those required (Master’s degree, PhD, scholarships, research grants, Master’s degrees); postgraduate courses in advanced studies, training, specialisation; work and/or professional experience, teaching and university experience in fields related to the Master’s programme; knowledge of foreign languages; any professional qualifications; scientific publications, certificates of participation in conferences and conventions.

This procedure must be completed by 12 noon on 30 September 2025. The University of Naples Parthenope reserves the right to request the original documentation after the final ranking has been drawn up.

Art. 8

Admission procedures

The Master’s programme is open to a minimum of 10 participants and a maximum of 40.

Candidates are selected on the basis of their CVs and an interview. Applicants will be assessed by an Examination Board appointed by Rector’s Decree and proposed by the Technical Operations Committee. The Board will also assess the language skills of candidates, which are a fundamental requirement for attending the Master’s programme in English.

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

- 1) evaluation of CV and qualifications, awarding a maximum of 50 points:
 - degree grade: up to a maximum of 20 points
 - qualifications: up to a maximum of 10 points
 - CV: up to a maximum of 20 points

- 2) Interview: maximum 50 points



In the event of a tie, the younger candidate will be given preference.

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

Please note that all communications regarding the selection process and merit rankings will be published on the Parthenope University website and no personal communications will be sent to candidates, except in cases of exclusion.

On the scheduled dates, all candidates who have not received notification of exclusion from the competition must report to the test venue at the scheduled time, with valid identification. Failure to attend the interview will result in the automatic exclusion of the candidate. 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 take 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 proceedings, the commission draws up a list of eligible candidates in order of score, specifying those admitted to the course (up to a maximum of 40). This single ranking, based on the overall score obtained, will be published on the websites www.uniparthenope.it and <https://meim.uniparthenope.it/>.

Any places that become available following the withdrawal of one or more of the candidates admitted to participate may be filled by scrolling down the ranking list until the established number is reached.

Art. 9

Participation fee and application form

The participation fee for the Master's programme is €20,000.00 plus €16.00 in stamp duty and the regional tax for the right to study, excluding travel and accommodation expenses related to the "MIT Immersion Programme", which involves a stay of at least two weeks in the United States, and the workshop held jointly with POLI.design at the Politecnico di Milano for the development of joint educational activities in the field of design and management, which involves a one-week stay in Milan. The enrolment fee does not include accommodation expenses in the city



where the Master's programme is based (Naples).

Candidates who are placed in a suitable position, based on the number of places available, in the ranking published on the website in the dedicated section will be admitted to enrol in the course.

In order to enrol in the Master's programme, those who pass the selection process must pre-enrol within 7 days of the date of approval and communication of the final selection ranking by logging in to the student portal <https://uniparthenope.esse3.cineca.it> using the credentials issued during the registration phase.

The participation fee must be paid as follows:

- First instalment to be paid upon enrolment, €200.00, plus €16.00 in stamp duty and the regional tax for the right to education.

The balance of the enrolment fee must be paid, under penalty of forfeiture of the right to attend the course, according to the following schedule

- Second instalment of €6,600 by 31/12/2025
- Third instalment of €6,600 by 31/03/2026
- Fourth instalment of €6,600 by 30/06/2026

Payments of the enrolment fee instalments for the Master's programme must be made through the PagoPA system.

The regional tax, payable by all students who intend to enrol in the Master's programme, must be paid at the time of enrolment using the appropriate procedure available on the University website at the following address: <https://uniparthenope.esse3.cineca.it> in the payments section of your personal area.

Those admitted to the course who have not completed the pre-enrolment procedure within 7 days of the publication of the ranking list will lose their place on the course. In the event of forfeiture or withdrawal, those who, as a result of the merit ranking list, are successfully placed will be admitted and will be required to complete pre-enrolment within 5 days of the date of notification of the ranking list, under penalty of forfeiture.



Enrolment fees are non-refundable under any circumstances. In addition, for the most deserving students, a financial contribution may be provided to reduce the fee for enrolment in the Master's in Entrepreneurship and Innovation Management.

Art. 10

Start of courses, withdrawal and forfeiture

Courses are scheduled to start in October 2025, unless the procedure is completed differently. Admitted students who, after starting the training programme, do not continue it regularly and uninterruptedly for the entire duration without justified and proven reasons, or who are responsible for serious and repeated misconduct, or who ultimately demonstrate that they do not have sufficient aptitude to carry out the training programme, will be declared ineligible to continue attendance of the course by a reasoned decision of the Master's Technical Operations Committee. The start of the relevant procedure shall be immediately communicated to the person concerned, who shall have the right to make their position known in writing within the following three working days. The conclusion of the procedure, which may consist of either the dismissal of the case or the aforementioned disqualification, shall be communicated to the person concerned with reasons.

If the admitted student withdraws from the course or is expelled, no reimbursement of expenses incurred or course registration fees will be provided.

Admitted candidates, if subject to compulsory insurance against accidents at work and occupational diseases, are insured, in accordance with the provisions of Law No. 1659 of 29 December 1941 and Presidential Decree No. 1124 of 30 June 1965, as amended, with the National Institute for Insurance against Accidents at Work (INAIL).

Art. 11

Person responsible for the procedure

For responsibilities that are not directly attributable to the Teaching Board, the person responsible for the procedure, pursuant to Law 241/1990, is the Administrative Secretary of the Department of Business and Quantitative Studies.



Art. 12

Processing of personal data

Personal data provided by candidates with their application for selection, pursuant to Art. 11 and Art. 13 of Legislative Decree No. 196 of 30 June 2003, and EU Regulation -GPDR 2016/679, will be processed for the purposes of managing the selection procedure. At any time, data subjects may exercise their rights under Art. 7 of Law 196/03 with regard to the data controller or data processor.

