

*Università degli Studi di Napoli*  
*"Parthenope"*

**Pos. A.G**

**Decreto n. 436**

**THE RECTOR**

**DECREES**

Art.1 - The first edition of the 1st level University Master in "Entrepreneurship and Innovation Management" is established at the University of Naples "Parthenope" for the academic year 2021-2022.

Art.2 - The selection notice for access to the course referred to in the previous art. 1 in the text below:

Call for selection for admission to the 1st level University Master Course in "Entrepreneurship and Innovation Management".

**Art. 1**

**General indications**

The UNIVERSITY OF NAPLES "PARTHENOPE" announces, for the academic year 2021-2022, a public selection by qualifications and examination for admission to the 1st level Master Course in "Entrepreneurship and Innovation Management" - I 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 20, the maximum is determined in the number of 50 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 IT fields as part of an interdisciplinary training program, useful for understanding and strategic management of the competitive dynamics of companies in the 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.

There are many professional opportunities in the world of industry, services and finance, and in particular in managerial roles related to strategic decision support and business analysis, in the context of management consulting firms and investment banks, as well as medium and large industrial and service companies.

The Master envisages 1800 hours of classes, labs, group work, workshops and individual work, company visits and internships equal to 72 credits. The master will have the following duration: January 2022 - January 2023 (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 sharing of operational experiences;
- 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;
- professionalizing company visits to partner organizations in which learners 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 verification tests. Tests may consist of written assignments, group work, case discussion and project work; they 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 of tourism companies and partner organizations and bodies.

At the end of the classroom period, learners 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](http://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 activities by the student of 1800 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 classroom, 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 50 participants (minimum number 20) 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 January 2022 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:

- Prof. Alberto Carotenuto ( Rettore ) Università degli Studi di Napoli "Parthenope"
- Prof. Bill Aulet MIT Sloan School of Management
- Prof. Phil Budden MIT Sloan School of Management
- Prof. Francesco Calza ( Prorettore ) Università degli Studi di Napoli "Parthenope"
- Prof. Chiara Cannavale; (Presidente Corsi di Laurea in Management)
- Prof. Rosalia Castellano; Università degli Studi di Napoli "Parthenope"
- Prof. Michael Cusumano; MIT Sloan School of Management
- Prof. Giovanni De Luca; Università degli Studi di Napoli "Parthenope"
- Prof. Giuseppe De Marco; Università degli Studi di Napoli "Parthenope"
- Prof. Marco Ferretti; Università degli Studi di Napoli "Parthenope"
- Prof. Michele Quintano; Università degli Studi di Napoli "Parthenope"

Prof. Fiona Murray; MIT Sloan School of Management  
Prof. Mariarosaria Napolitano; Università degli Studi di Napoli "Parthenope"  
Prof. Michele Simoni; Università degli Studi di Napoli "Parthenope"  
Prof. Gabriele Sampagnaro; Università degli Studi di Napoli "Parthenope"  
Prof. Adele Parmentola; Università degli Studi di Napoli "Parthenope"  
Prof. Francesca Perla; Università degli Studi di Napoli "Parthenope"  
Prof. Claudio Porzio; (Direttore del Dipartimento di Studi Aziendali e Quantitativi) Università degli Studi di Napoli "Parthenope"

### **Art .7**

#### **Procedures and terms for submitting applications for registration**

The application for admission to the selection, drawn up on plain paper according to the scheme attached to this announcement, must be received by 29 October 2021 by certified email at the address: disaq@pec.uniparthenope.it 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 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**"

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 is aimed at a minimum number of 20 participants and up to a maximum number of 50.

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](http://www.uniparthenope.it), [www.meim.uniparthenope.it](http://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 € 6,800 on December 31<sup>st</sup> 2021.
- Third installment of € 7,000 on February 28<sup>th</sup> 2022.
- Fourth installment of € 6,000 on June 30<sup>th</sup> 2022.

Furthermore, for deserving students enrolled in the second year in one of the master's degree courses in “Marketing and Management of International Enterprises”; "Management Engineering" and "Applied Computer Science" of the University of Naples 'Parthenope', following a specific selection procedure, scholarships are provided to cover the enrollment fee for the Master in Entrepreneurship and Innovation Management, with the exception of travel and accommodation expenses related to the “MIT Immersion Program”.

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**

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.

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

- Second installment of € 6,800 on December 31<sup>st</sup> 2021.
- Third installment of € 7,000 on February 28<sup>th</sup> 2022.
- Fourth installment of € 6,000 on June 30<sup>th</sup> 2022.

The payments of the installments of the registration fee relating to the Master must be made by payment to the bank account at the Intesa Sanpaolo S.p.A. **IBAN: IT13U0306903496100000300063** in the name of the University of Naples Parthenope with the following reason: I / II / III Master EIM installment, specifying the name and surname of the candidate. Copies of the respective receipts must be delivered within the following three days to the Secretariat of the Master. In case of late payment of the enrollment fee installments, a late payment will be applied in accordance with the University Regulations and current legislation.

***Registration fees are non-refundable under any circumstances.***

#### **Art. 10**

#### **Beginning of courses, renunciation and forfeiture**

The start of the courses is scheduled for January 2022, unless the procedure is completed otherwise. Those admitted to the course who have not completed their enrollment within 7 days of 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. Alberto Carotenuto)**



**Application for participation in the selection for access to the 1st level Master in "Entrepreneurship & Innovation Management" - first 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 2021-2022 to the selection for access to the 1st level Master course in  
**"Entrepreneurship & Innovation Management" first 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**