



Fakultät für Wirtschaftswissenschaften  
Facoltà di Economia  
Faculty of Economics and Management

Master in

# Entrepreneurship and Innovation

2024/25



## At a glance

Degree class: LM-77

ECTS Credits: 120

Duration of the course: 2 years

Courses will be taught in: English

Places available: 50 EU + 5 non-EU

Campus: Bozen-Bolzano, NOI techpark

Bozen-Bolzano

Tuition fees: ca. € 1350 per year



## Course description

Creating a new venture or managing innovation processes in existing companies requires a particular mindset, where problems are opportunities, knowledge is continuously enhancing, and learning essentially means the ability to learn how to learn, from a problem-solving perspective. This is what we call entrepreneurial logic. Complexity and uncertainty cannot be controlled or eliminated, but they can be understood and managed.

This programme gives the students a unique combination of in-depth theoretical knowledge and authentic learning experience on entrepreneurship and innovation.

## Online Info Sessions

We offer online information sessions in the coming months during which the master programme will be presented and where interested students can address their questions to professors and students. The Info Sessions take place on the following days:

- Tuesday, 20 February 2024, 21:30 (CET): [register here](#)

## Structure of the course

The study plan is structured into four semesters and consists of 16 courses plus the final master thesis.

The first semester consists of only mandatory courses to set up a common ground. The semester starts with an introductory session to the Bitz unibz fablab. **Growth mindset** is a mind-breaking course that takes you to approach problems through complementary perspectives: network thinking, algorithmic thinking, and design thinking. While developing skills in modeling, coding, and prototyping, you'll acquire new ways of thinking and reflecting on problems and solutions. Foundations of entrepreneurship provides a sound understanding of entrepreneurial logic and how to create value for customers and stakeholders.

At the beginning of the second semester, you choose the stream that better fits your aspirations and goals. Entrepreneurship is the stream for the students aiming at founding a new venture, while Innovation & Management is the stream for those students who aspire to work and make an impact in innovative firms.

In the fourth semester students attend a project-based course to further develop their new venture (**Project LAB – Startup**) or to take part in a real project of open innovation with selected business partners (**Project LAB – Corporate Innovation**). Finally, the master thesis is an original study that gives you the opportunity to develop and apply research skills to acquire in-depth expertise in a specific topic you choose.

Every year we organize a field trip to observe and study an entrepreneurial ecosystem. Students visited Silicon Valley, Israel, Lisbon, Berlin, Tallin, New York, Iceland, Oslo, Toulouse, etc.

Classes take place at the **Bozen-Bolzano campus** and at NOI Techpark Bozen-Bolzano, one of the partners of this programme.

# Study Plan - Master in Entrepreneurship and Innovation

## 1st year

- 14 CP Growth Mindset
  - 6 CP M-1 Design Thinking and Prototyping\*\*
  - 8 CP M-2 Algorithmic Thinking and Coding
- 2 CP Network Thinking and Agent-based modeling\*\*\*\*
- 12 CP Economics for Management
  - 6 CP M-1 Business Economics
  - 6 CP M-2 Innovation Economics
- 8 CP Foundations of Entrepreneurship\*\*
- 6 CP Statistical Methods for Business Analysis
  - Typical Subject (one of the following):
    - 6 CP Entrepreneurial Finance and Venture Capital
    - 6 CP Project Management
  - Complementary Subject (one of the following):
    - 5 CP Social Entrepreneurship
    - 5 CP Innovation Management
  - Complementary Subject (one of the following):
    - 6 CP Family Business Management
    - 6 CP Marketing B2B and Sales Management
    - 6 CP Service Design
- 2 CP Research Coaching LAB\*\*\*\*

## 2nd year

- 8 CP Startups Law and Industrial Law
  - Typical Subject (one of the following):
    - 6 CP Entrepreneurial Marketing
    - 6 CP Market Research
  - Typical Subject (two of the following):
    - 6 CP People Management\*\*\*
    - 6 CP Scaling-up\*\*\*
    - 6 CP Digital Transformation\*\*\*
    - 6 CP Management and Design\*\*\*
  - Project LAB (one of the following)
    - 6 CP Project LAB - Startup\*\*\*\*
    - 6 CP Project LAB - Corporate Innovation\*\*\*\*

12 CP Free Choice Courses\*

15 CP Thesis

### **\* Free Choice Courses**

Students can choose free choice courses during their 1st or 2nd year. Every year the Faculty publishes the list of free choice courses offered.

### **\*\* Mandatory attendance**

Courses with mandatory attendance (minimum 75% of the lectures).

Although no prerequisites are formally required, professors reserve their right to suggest the courses to be attended before their own lectures.

### **\*\*\*Typical Subject**

The Faculty Council decides each year which course of the typical subjects are offered, up to a maximum of 3 courses.

\*\*\*\*Knowledge useful for entering into the world of work

## **Exchange programmes und internships**

Currently we offer exchange programmes with partner universities all over the world and we are part of a large network of collaboration with employers in Italy and abroad.

## **Career opportunities**

Our graduates can start new ventures. In the last years, our students and alumni co-founded more than 15 new companies. Alternatively, our graduates are hired by innovative firms, by consulting firms, or eventually join their family business.

Graduates express a convinced satisfaction with this study program, and the large majority of them say they would re-enroll in the same degree program again.



## Master in Entrepreneurship and Innovation

2024/25

### Application and Admission

You can find all you need to know in order to apply and gain admission to this study programme by browsing through the information below.

### Deadlines and important dates

#### Early Bird Application

Application: 01/03 - 07/05/2024 (by noon local time)

Language exams: 18/03/2024 (registration: 01 - 10/03/2024) and 17 - 18 - 19 and 22 - 23/04/2024 (registration: 25/03 - 09/04/2024)

Publication of ranking lists: by 28/05/2024

Payment of the 1st instalment of the tuition fees: by 06/06/2024 (by noon local time)

Enrolment: from 12/07 - 15/10/2024 (by noon local time)

#### Late Application (only for EU citizens)

Application: 29/05 - 18/07/2024 (by noon local time)

Language exams: 24 - 29/06/2024 (registration: 29/05 - 16/06/2024)

Publication of ranking lists: by 07/08/2024

Payment of the 1st instalment of the tuition fees: by 20/08/2024 (by noon local time)

Enrolment: from publication of the ranking list until 15/10/2024 (by noon local time)

#### Additional Application Session (only for EU citizens)

The Faculty can open additional application sessions for single study programmes in August and in September if there are available spaces. More information on additional sessions will be published in due course.

#### Preparatory courses and Freshers Days

Intensive language courses: 02 - 20/09/2024 (Monday to Friday, 6 h/day)

Mathematics pre-course: 23/09 - 04/10/2024

Freshers Days: 30/09 - 01/10/2024

#### 1st semester

Classes: 30/09 - 23/12/2024

Exams (extraordinary session): 12 - 23/12/2024

Holidays: 24/12/2024 - 06/01/2025

Classes: 07/01 - 25/01/2025

Exams: 27/01 - 15/02/2025

## 2nd semester

Classes: 03/03 - 17/04/2025

Holidays: 18- 21/04/2025

Classes: 22/04 - 14/06/2025

Exams (extraordinary session): 15 - 24/05/2025

Exams: 16/06 - 12/07/2025

## Autumn session

Exams: 25/08 - 27/09/2025

## Available places

EU citizens and citizens given parity of treatment

Early Bird Application: 40

Late Application: 10

Non-EU citizens (living abroad)

Early Bird Application: 5

The programme will only be offered if a minimum of 15 newly enrolled students is reached.

## Entry requirements

In order to gain admission to this programme you need one of the following qualifications:

1. a bachelor degree (\*) in one of the following Italian degree classes or an equivalent qualification gained abroad:

- D. 270/04:
  - L-18 Economics and Business Administration
  - L-33 Economics
- D. 509/99:
  - 17 Economics and Business Administration
  - 28 Economic Sciences
- A final degree or university certificate from an Italian School of Economics according to the regulation in force before M.D. 509/99.

(\*) Italian citizen who have obtained their degree abroad must also have a secondary school leaving qualification.

or

2. a Bachelor in a different degree class to the ones listed above or an equivalent qualification gained abroad. **At least 12 credit points** must have been acquired in one or more of these subject areas: Business Administration, Economics, Law, Statistics-Mathematics, Technology and Engineering.

The subjects contained in the subject areas mentioned above which will be considered as entry requirements for the Master are the following:

### **Business Administration**

AGR/01 - Economic and Rural Valuation

SECS-P/07 - Accounting

SECS-P/08 - Strategic Management

SECS-P/09 - Corporate Finance

SECS-P/10 - Business Organization

SECS-P/11 - Economics and Management of Financial intermediaries

ING-IND/35 - Management Science

### **Economics**

AGR/01 - Economic and Rural Valuation

SECS-P/01 - Economics

SECS-P/02 - Economic Policy

SECS-P/03 - Finance

SECS-P/04 - History of Economic Thought

SECS-P/05 - Econometrics

SECS-P/06 - Applied Economics

SECS-P/12 - Economic History

### **Law**

IUS/01 - Private Law

IUS/02 - Comparative Private Law

IUS/03 - Agricultural law

IUS/04 - Commercial and Corporate Law

IUS/05 - Economic Law

IUS/07 - Labour Law

IUS/08 - Constitutional Law

IUS/09 - Public Law

IUS/10 - Administrative Law

IUS/12 - Taxation Law

IUS/14 - EU Law

IUS/21 - Comparative Public Law

### **Mathematics and Statistics**

SECS-S/01 - Statistics

SECS-S/02 - Statistics for Experimental and Technological Research

SECS-S/03 - Economic Statistics

SECS-S/05 - Social Statistics

SECS-S/06 - Mathematics for Economics

MAT/01 - Mathematical Logics

MAT/02 - Algebra

MAT/03 - Geometrics

MAT/05 - Mathematical Analysis

MAT/06 - Probability Theory and Statistics

MAT/09 - Process Research

INF/01 - Computer Science



## Technological and Engineering

ICAR/13 - Industrial design

ICAR/17 - Drawing

ING-IND/13 - Machine elements

ING-IND/14 - Mechanical planning and machine construction

ING-IND/15 - Drawing and methods of industrial engineering

ING-IND/16 - Technology and processing systems

ING-IND/17 - Industrial-mechanical systems

ING-IND/22 - Science and technology of materials

ING-IND/35 - Management Science

ING-INF/05 - Development systems of information

INF/01 - Computer Science

**If you have not yet graduated at the time of application:** You can apply if you have acquired at least 140 credit points (ECTS). In this case, you will be admitted conditionally, and you need to submit your diploma by the enrolment deadline.

**If you graduate after the enrolment deadline:** You cannot enrol and you will lose your place, which will be offered to the subsequent applicant in the ranking list. In this case, you should not pay the tuition fees to secure your admission. You will be able to submit a late enrolment request and, only if there still are available places, you can enrol by 13 December 2024.

To be admitted, you must fulfil the language requirements indicated in the section "Language requirements".

According to national regulations, simultaneous enrolment in a maximum of 2 programmes is possible (however, the two programmes must not belong to the same class, e.g., LM-77/LM-77 and must differ for at least 2/3 of the course contents).

## Language requirements

The official teaching language is English. Therefore, the following language requirements apply, otherwise you will be excluded from the admission procedure:

**Entry level** (to gain admission)

English: B2

The levels of the Common European Framework of Reference apply.

You can demonstrate your language proficiency in the application portal (in the section "upload language certificates" and/or "enrol for language exams") after you have created an application in the section "create/manage applications".

- In case your final certificate has been awarded by an **Italian** public institution, you need to submit a self-declaration.
- In case your final certificate has been awarded by a **foreign** public institution, you need to upload diploma scanned copy of the original.

**You can demonstrate language proficiency through:**

1. **the main teaching language in your final high school year**, if English (recognised as C1)  
**Foreign qualifications:** If the main teaching language is not clearly stated on your high

school diploma, please also upload a letter/document issued by your high school stating the medium of instruction.

2. **a bachelor or master degree** in English (recognised as C1). unibz graduates must upload the language certificates obtained and/or declare that they have passed language exams at the unibz Language Centre (B2, B2+ or C1). **Foreign qualifications:** If the teaching language is not clearly stated on your University degree, please also upload a letter/document issued by your University stating the medium of instruction during your studies.
3. **a recognised language certificate** (see the list of recognised certificates) If you cannot upload the certificates, you can send them by e-mail as PDF files or deliver them in person to the Language Centre by the application deadline (see "Deadlines" section).
4. **language exams organised by the unibz Language Centre.** You can register for these exams online through the application portal (in the section "enrol for language exams") after you have filled out your application in the section "create/manage applications". The registration periods are indicated in the "Deadlines" section. If you start your application outside a language exams registration period, you must return to the portal during one of the periods indicated above in order to register for an exam. Information regarding the structure of the language proficiency exams, their duration, their administration, and typical processing time for the publication of the results can be found on the following webpage.

For information on studying in three languages also visit the following page.

## Online Application

Your application must be submitted online through the Application Portal. The deadlines are indicated in the "Deadlines" section.

- You need to create an account and upload a valid ID card or passport (front/back). Please note: if your document is invalid, incomplete or unreadable, you will be excluded from the admission procedure;
- Fill in the online form and upload the attachments listed under "Admission procedure";
- If you gained your qualification abroad, you must also upload the diploma of your qualification: if you are not yet in possession of the diploma, you'll need to upload it upon enrolment;
- Complete and submit the online application by the deadline. Once the application has been sent, it cannot be modified. Filled-in forms which have not been sent correctly will not be taken into consideration.

**Please note:** Mendacious declarations will be criminally prosecuted and will result in the automatic exclusion from the ranking list.

### EU-Citizens and equivalent

You might apply for more than one study programme. If you are excluded in the first session, you might apply again in the second one.

#### Considered as equivalent are:

1. Citizens from Norway, Iceland, Liechtenstein, Switzerland, San Marino and the Vatican City

State;

2. Non-EU citizens with a valid permit to stay in Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998: "**permesso di soggiorno**" (residence permit) for work, family reasons, political or humanitarian asylum, religious reasons). In this case, you apply directly to the University as described above and must submit a copy of your valid permit to stay. A permit to stay for study reasons or a visa for tourism is **not**. If the permit has expired, you must attach a renewal request. **Please note** that if you do not upload the permit in the application portal, you will be automatically considered a non-EU citizen living abroad and therefore subject to the admission procedure through the Italian authorities in your country of origin.

### **Non-EU-Citizens (living outside of Italy)**

Only one application period is offered. After the deadline it is not possible to apply anymore. Application fee: € 50.

Once the ranking list has been published, if you have gained admission, secure it by paying the first instalment and then start your visa application on the University portal. The application on University is mandatory, otherwise you will not be allowed to enrol. On University you can apply for one study programme only.

## **Admission procedure**

The admission procedure is based on the following criteria:

### **1. Grade average (max. 70 points)**

If you have already graduated: Final grade expressed in thirtieths

- if you graduated in Italy: upload the diploma supplement or a self-declaration (following the Italian D.P.R. no. 445/2000) indicating the degree awarded and the exams passed
- if you graduated abroad: upload the diploma supplement or final degree certificate with exams passed (document must be written in Italian, German or English) and a scale of grades awarded by the university of provenance (with indication of the minimum final grade to obtain the qualification and the maximum final grade achievable) together with the filled in excel file available in the application portal

The above document must contain the following information: final grade, exams passed with grade and date of passing, credit points, scientific fields (the latter only for Italian qualifications).

If you have not graduated yet: The grade average of the passed university exams expressed in thirtieths

- if you will graduate in Italy: you must declare that you have acquired at least 140 credit points (ECTS) of your course of origin. Please use the excel file available in the application portal;
- if you will graduate abroad: you must declare that you have acquired at least 140 credit points (ECTS) of your course of origin. Please use the excel file available in the application portal; you must also upload your transcript of records in Italian, German or English and a scale of grades awarded by the university of provenance (with indication of the minimum final grade to obtain the qualification and the maximum final grade achievable).

The Faculty reserves the right to request a description of the contents of the single courses and/or teaching hours where necessary.

In the case of a bachelor concluded with the highest grade and the mention "summa cum laude", 2 additional points will be awarded.

## **2. Start-up project (max. 30 points)**

The start-up project will be evaluated on the basis of the following criteria:

- Originality of the idea
- Coherence of the idea in the presentation: Coherence in the content and development of the different elements.
- Impact of the idea in terms of change (e.g. social impact, job creation)
- Development of the idea (e.g. assessment of the problem/solution, creation of a prototype, etc.)

For the presentation of the start-up project for a new and innovative Enterprise (start-up) the use of the NABC model (developed by the Stanford University Research Institute) is recommended. Further useful documents: NABC and video..

## **3. Minimum score to be admitted to the ranking: min. 70 points**

This minimum score is the sum of the scores achieved for criteria 1 and 2.

Only applications containing all requested documents will be evaluated. If one of the documents requested for criteria 1 and/or 2 is missing, you will not be considered for the ranking.

According to Art. 26, Paragraph 2), letter b) of the current admission regulation, in the event of equal scores, priority will be given to the applicant who has obtained a higher partial score for the more heavily weighted evaluation criterion for determining the overall score of the ranking list. If scores are still equal, the younger applicant will have priority.

Courses included in the study plan of the Master in Entrepreneurship and Innovation are not valid for the acquisition of the 12 ECTS required for the participation in the selection procedure as curricular requirements.

Courses that have been taken into consideration in order to achieve the above-mentioned 12 ECTS cannot be recognised for a possible career abbreviation.

If you still need to graduate and/or certify the remaining exams you must sit, you are provisionally admitted in the ranking list.

**In the application portal, you must upload:**

### **1. Study title and excel file:**

- if you graduated in Italy: upload the diploma supplement or a self-declaration (following the Italian D.P.R. no. 445/2000) indicating the degree awarded and the exams passed.
- if you graduated abroad: upload the diploma supplement or final degree certificate with exams passed (document must be written in Italian, German or English) and a scale of grades awarded by the university of provenance (with indication of the minimum final grade to obtain the qualification and the maximum final grade achievable) together with the filled in excel file available in the application portal.
- The above document must contain the following information: final grade, exams passed with grade and date of passing, credit points, scientific fields (the latter only for Italian

qualifications).

If you have not graduated yet: The grade average of the passed university exams expressed in thirtieths.

– if you will graduate in Italy: you must declare that you have acquired at least 140 credit points (ECTS) of your course of origin. Please use the excel file available in the application portal;

– if you will graduate abroad: you must declare that you have acquired at least 140 credit points (ECTS) of your course of origin. Please use the excel file available in the application portal; you must also upload your transcript of records in Italian, German or English and a scale of grades awarded by the university of provenance (with indication of the minimum final grade to obtain the qualification and the maximum final grade achievable).

2. **Start-up project:** For the presentation of the start-up project for a new and innovative Enterprise (start-up) the use of the NABC model (developed by the Stanford University Research Institute) is recommended. Further useful documents: NABC and video.

**Please note:** mendacious declarations will be sanctioned by criminal law and will result in your automatic exclusion.

### Ranking lists

The Admission Committee will only evaluate the documents uploaded in the portal by the application deadline. The ranking lists with the admitted students will be published here and are only valid for the respective academic year.

## Secure your admission and enrolment

If you have been admitted to more than one study programme, you can secure your admission for a maximum of 2 programmes by paying the designated rate twice. By confirming your place, you renounce admission to the other programmes.

1. **Choose the study programme and pay the fees (to secure your admission) in the application portal.**

The deadlines are indicated in the “Deadlines” section.

If you do not meet this deadline, you will automatically be excluded and the next applicant in the ranking list will be admitted.

For EU citizens and citizens given parity of treatment only: any remaining places of the early bird application, will be offered in the late application.

**Please note** that you do not gain full student status by only paying the tuition fees. This status will only be acquired upon enrolment. If you have secured your admission, there will be no refund of the tuition fees unless you do not pass your secondary school final exam or, in the event of non-EU applicants living abroad, you do not receive the documents necessary for enrolment from the Italian authorities in your country.

2. **Enrol online in the application portal.**

The deadlines are indicated in the “Deadlines” section.

Enrolment is recommended as early as possible, so you have the possibility to upload

incomplete documents before the deadline.

If you do not meet the enrolment deadline, you will be excluded and the next applicant in the ranking list will be admitted.

#### **Admission with reservation:**

If you do not have the required academic qualification, you will be given a conditional offer for a study place and you must submit your qualification upon enrolment. If you achieve your qualification after the enrolment deadline, you cannot enrol, and you will lose your place which will be offered to the subsequent applicant in the ranking list. **Advice:** If you achieve your qualification after the enrolment deadline, you should not pay the tuition fees to confirm the study place. You will be able to submit a late enrolment request and, only if there are study places still available, you can enrol by 13 December 2024.

#### **If you have gained your qualification abroad, you must upload:**

- the diploma of your qualification
- the official translation of your diploma into Italian (not necessary if the diploma has been issued in German or English)
- the Diploma supplement, where it must be indicated: that you have achieved at least 180 credit points (ECTS) and that the qualification gives access to a master programme

**In case the Diploma supplement is missing, you must upload the documents indicated below.**

#### **If you have gained your qualification abroad in one of the Countries that are signatory to the Lisbon Convention you must upload:**

- the Statement of **Correspondence** of your qualification, to be downloaded from the ARDI - Automatic Recognition Database – Italy

#### **If you have gained your qualification abroad in a country that is not a signatory to the Lisbon Convention, you must upload:**

- the Statement of **Comparability** of your qualification, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)
- the Statement of **Verification** of your qualification, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

unibz performs the necessary checks on your foreign qualification and in case of doubt reserves the right to request additional documents.

Please note that if you do not possess a valid admission qualification, you can be excluded with Rector's decree even after enrolment.

#### **If you are a non-EU citizen living abroad:**

If you are eligible for admission (check the ranking lists) and have also applied on University, the Italian Authorities in your own country will issue you the entry visa for studies/university.

This will allow you to arrive in Italy to enrol for the study programme that you have applied for, after passing the admission procedure.

According to Italian law, within 8 working days of your arrival in Italy, you must have applied for

the residence permit: as soon as you arrive, get in touch with the Advisory Service and you will be given the necessary information for starting the procedure.

Once you will obtain your residence permit (permesso di soggiorno), you have to hand it in at the Student Secretariat personally or via e-mail.

**Students intending to transfer from another Italian University to unibz** must submit to the Student Secretariat - at the beginning of the academic year - a copy of the transfer application presented at the university of provenance.

## Tuition Fees

Fees amount to € 1373

- **1st instalment (€ 773):** includes the provincial tax for the right to study of € 173 and a revenue stamp of € 16.
- **2nd instalment (€ 600):** must be paid by March of the following year.

Delayed payment of the second instalment will result in a fine being levied. If you have not paid the tuition fees, you will be unable to take exams and will not be able to transfer to other universities or other study programmes.

If you drop out of a programme, interrupt your studies or are excluded from studies, you are not entitled to reimbursement of the fees.

Exemption from the tuition fees (and the provincial tax) is granted to:

- Students with a disability recognized under article 3, paragraph 1, of Law No 104/1992, or with a disability up to or exceeding 66%: the disability certificate, issued by the health authorities, must be handed in at the beginning of the academic year.
- Foreign students who have been granted a scholarship from the Italian government.

Students who benefit from a scholarship granted by the Autonomous Province of Bozen-Bolzano are entitled to receive a refund of the tuition fees.

## Recognition of credit points from previous studies

Credit points from previous university studies can only be recognised after enrolment if the exams taken at the university of provenance are equivalent in content to those offered at unibz. You can fill out the application after enrolment.

The Advisory Service provides support regarding your choice of study. In many cases a simple call or a short request is enough to get the relevant information (Tel. +39 0471 012100).

## **Advisory Service**

Universitätsplatz 1 - piazza  
Università, 1  
Italy - 39100, Bozen-Bolzano  
Tel +39 0471 012100  
Fax +39 0471 012109  
[apply@unibz.it](mailto:apply@unibz.it)

## **Opening Hours**

Tuesdays: 10:00-12:00  
Thursdays: 14:00-16:00

Alternatively, you may call us  
throughout the week or book an  
online appointment