




UNIVERSITÀ
DI TRENTO



Sant'Anna
Scuola Universitaria Superiore Pisa

MSc in Innovation Management - MAIN



A background image showing three people in a professional setting. A man in a blue shirt is leaning over a desk, looking at a document. A woman with glasses and a grey shirt is smiling and looking at the document. Another man in a blue shirt is also looking at the document. The scene is brightly lit, suggesting an office or meeting room.

Master of Science in Innovation Management - MAIN

A Service Science Perspective for Innovation

What is **innovation**? Just Technology? Novelty? Why is it so related to Business?

Innovation is a strong **managerial concern**. MAIN students understand what Innovation means, by finding **new solutions** to old and new organizational issues and customer needs; building value-added solutions and renew and enlarge the portfolio of products, services, markets, methods, and practices.

MAIN is jointly organized by the University of Trento and the Sant'Anna School of Advanced Studies of Pisa. Students from **different backgrounds** are constantly exposed to a **mix of world-wide cultures**. They learn to think strategically in order to identify, manage and shape the innovative trajectory of the firm and lead it to success.

The first year in **Trento** is dedicated to the core courses, the second year in **Pisa** completes the curriculum with core as well as elective courses.

Start-up and business labs further expand the students' **entrepreneurial spirit**.

Programme overview

Degree awarded

Master of Science - “Laurea Magistrale” - in Innovation Management awarded by the University of Trento and the Sant’Anna School of Advanced Studies of Pisa (joint degree)

Workload

The total workload for each student is 120 ECTS (European Credit Transfer System)

Intake

Late August each year

Duration

2 years full-time

Language

English

Class size

Up to 28 students

Fees and funding (approximate range)

- EU: 340€ - 3.400€ (based on income/merit)
- Non-EU: 1.000€ - 6.500€ (based on merit)
- Income/merit based scholarships and tuition waivers available

Admission

Application deadlines (check online for updates)

- March for all applicants
- June for EU citizens and non-EU citizens regularly living in Italy

Selection criteria

- English language proficiency
- Curriculum Vitae
- Statement of purpose
- Reference letters

Requirements

- Bachelor's degree (or equivalent)
- English at B2 level of the Common European Framework of Reference for Languages

How to apply

- Access the online application form
- Upload the required documents
- Submit your online application by the deadline
- Check online for more information and updates:
www.international.unitn.it/main

Study Plan

Traditional classes are complemented by frequent group discussions, case study analysis and high pressure situations where students are confronted with different business scenarios and asked to provide concrete solutions to real life problems.

First year (in Trento)

Crash courses in Economics, International Business, Statistics, Legal Foundations

- Innovation and Entrepreneurship (Modules: Start-Up Lab; Strategy and Innovation Management)
- Economics of Innovation Processes
- Industrial Dynamics
- Data Analysis and Forecasting
- Intellectual Property and Competition Law

Choice:

- Information System and Knowledge Management
- ICT Innovation - Product Design and Development

Second year (in Pisa)

- ICT: Business intelligence and CRM
- Financial metrics for business and services
- Open innovation Modeling and R&D
- Advanced Topics in the Economics of Technical Change
- Managing Innovation Lab

Choice:

- Performance in Service: Managing Performance in Healthcare
- Business Sustainability Management
- Electives (first or second year)
- Internship (first or second year)
- Master Thesis



Soft skills development

Following extra activities are organized for students from all departments who want to develop soft skills as well as a creative entrepreneurial attitude:

- The **School of Innovation**: create a specific learning path to be awarded the “Innovation Certificate”
- The CLab (**Contamination Lab**): develop new companies and startups
- **Business theatre**: solve real business cases in a creative way and perform the business solutions on stage



Career opportunities

MAIN graduates are **highly attractive** to small and medium-sized enterprises with high **innovative potential**, as well as to **consultant agencies** and international companies, and companies that aim at expanding their business abroad or strengthening their **innovation strategies**. Specifically, knowledge intensive businesses in the manufacturing or services sector regularly recruit innovation managers.

MAIN graduates typically pursue careers **as general or product managers, innovation analysts or management consultants**, as well as in the fields of marketing, product development, project management.

MAIN graduates also apply their interdisciplinary knowledge in **research centres**, Government Agencies and NGO's, but they are also ready to **launch their own start up** or contribute to the launch of successful businesses.





CONTACT DETAILS

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