Open your MAINS
2nd LEVEL MASTER IN MANAGEMENT OF INNOVATION

Sant’Anna
School of Advanced Studies – Pisa
THE SCHOOL

SANT’ANNA SCHOOL AND THE INSTITUTE OF MANAGEMENT
The Sant’Anna School is a public university institute working in the field of the social and applied sciences. Sant’Anna aims at experimenting innovative paths in research and education in an international environment. Professors and researchers live and interact with the students to develop innovative ideas in collaboration with foreign universities, companies and research institutes, enjoying a continuous cultural and intellectual exchange. Scientific excellence, innovation and internationalization have allowed the School to be in a prestigious position on an international level. According to “Times Higher Education”, the Sant’Anna School is the leading institution for academic performance in Italy, ranking 155th worldwide, 9th among young universities, and 3rd among universities. The School is organized in six Institutes that manage research and education for the Ph.D. courses, first level master courses and second level masters courses. The Institute of Management focuses its activities on the management of innovation, sustainability and healthcare.

THE MASTER “MAINS”
The Master MAINS program is a full-time second-level University Master that was set up more than 25 years ago. MAINS is the first Master course in Innovation Management in Italy, and it has trained high-potential leaders in collaboration with outstanding partner companies since 1991.
MAIN is a one-year multidisciplinary second level Master course, focusing on the management of innovation, entrepreneurship and digital technologies. It is entirely taught in English and open to international candidates. Closely designed with the University of Trento, the main feature of the Master is the strong relationship with partner firms, which are involved in all the learning activities. This makes the program one of the best gateways towards first-class careers in the area of innovation management in companies operating in the industrial, financial and service sectors. Students enrolled in the Master MAINS live a challenging intellectual and interdisciplinary experience in our campus, interacting with leading scholars and first-class partner firms, and enjoying the academic and business opportunities of the Scuola Superiore Sant’Anna.

TRAINING OBJECTIVES

PROGRAM STRUCTURE
The Master Programme aims to provide knowledge, methods and instruments focusing on the management of innovation. This intensive full-time program has been designed for high potential students who want to build competences in general management and aspire to have a strategic impact in the organizations operating in the area of innovation.
As a complex and inspiring discipline, innovation requires critical thinking, skills and determination; that is why Master MAINS recruits high potential students in a variety of disciplines and builds a real interdisciplinary environment, with the aim to develop a broad and in-depth understanding of innovation dynamics in the age of digital transformation.

To achieve this goal, Master MAINS provides a first-class curriculum covering the diverse areas linked to innovation, from strategy and business model innovation to Big Data, R&D management, management of “industry 4.0” technologies, Project and Risk management, Knowledge and Change management, and many other topics.

Master MAINS is a one year full-time course (79 ECTS).

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<th>START</th>
<th>END</th>
<th>HOURS</th>
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<tr>
<td>TEACHING PHASE</td>
<td>January</td>
<td>July</td>
<td>900 hours (frontal)</td>
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<td>(750 hours lectures and 150 innovation lab)</td>
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<tr>
<td>BUSINESS INTERNSHIP</td>
<td>September</td>
<td>December</td>
<td>600 hours</td>
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Classes take place from Monday to Friday, 9.00-12.40 and 14.00-18.00 at the Higher Education Division of the Scuola Superiore Sant’Anna, in Via C. Maffi 27, Pisa.

The training phase is composed of four main areas:

**MANAGEMENT:**
- Business Models, Managing Teams; Financial analysis: cost & performance; Organization and Human Resources Management; Consumer Marketing & Neuromarketing; New Manufacturing in Industry 4.0; Business Marketing & Digital Supply Chains; Project and Risk Management; CSR & Sustainability Management.

**TECHNOLOGIES FOR BUSINESS INTELLIGENCE:**
- Databases & Business Intelligence; Big Data & Artificial Intelligence; Data Mining & Machine Learning.

**INNOVATION MANAGEMENT:**
- Business Model Innovation; R&D and Innovation Management; Financing Innovation; Smart Services: Design & Management; E-business; Knowledge Management; Change Management.

**INNOVATION LAB:**
- Team composed of students, scholars and delegates of partner firms work together on new business models, developed on topics identified by the partner companies.

The training activities are mainly with frontal lectures. Other teaching methods (for example: on-line meetings, Distance Learning, and e-learning) could be adopted at the discretion of the person responsible for each teaching module.
ACADEMIC EXPERIENCE

FACULTY
The faculty of the Master MAINS includes leading experts in economics and innovation management. Partner firms are also deeply involved in the program: many experts from the field hold classes and workshops throughout the year.

Director of Master MAINS:
Prof. Roberto Barontini (Sant’Anna School)

Scientific Director:
Prof. Lino Cinquini (Sant’Anna School)

Managers of relationships with partner firms and coordinators of Innovation LABs:
Dr. Gian Paolo Balboni (Sant’Anna School)

Chair of the Steering Committee of the Master MAINS partner firms:
Prof. Andrea Piccaluga (Sant’Anna School)

INNOVATION LABS
Innovation LABs are one of the most important features of Master MAINS. These activities are part of the second quarter of the class schedule and they allow the students to work on specific topics suggested by the participating firms. The aim is to approach a business problem with an innovative perspective with teachers and managers working shoulder to shoulder with the students. This is a unique opportunity to work on teams alongside innovation leaders to tackle real life problems identified by partner firms.

INTERNSHIP AND PLACEMENT
Recruiting events are scheduled in spring, where partner companies meet the students to present many internship opportunities.
A compulsory four-month internship is scheduled starting from September. During their internship, the students have the chance to shift the skills and education received in the classroom to a practical experience. This opportunity completes the educational path and provides a unique opportunity to start working on innovative activities of leading firms. The placement rate is very high: about 90% of the students find a qualified job within three months from graduating date. Additionally, many students are job-hunted even before graduating.
PARTNERS AND SPONSORS
Primary Italian and international firms are investing in new talents, supporting proactively the Master MAINS. The firms contribute by providing numerous scholarships and opening internship opportunities for the students. Moreover, the partner firms are actively involved in the Scientific Committee that decides the updates of the program, and they also present their experiences and perspectives to the class.

THE MEMBERS OF THE STEERING COMMITTEE
Airnivol, Amadeus, Arval, Cabel, Engineering, IBM, Illogic, Intesa Sanpaolo, Piaggio Group, Telespazio and Tim. (Please check the updated list on the master’s website)

OTHER PARTNERS
ADMISSION PROCESS AND REQUIREMENTS

The classes of the Master MAINS made up of 15 to 24 students. The admission requirement is to hold a “Laurea Specialistica” or a “Laurea Magistrale” or a master’s degree from a foreign institution which can be certified as equivalent. Graduate students in their final year can apply if they have already completed all exams and expect to graduate in the academic year before the start of the master MAINS program.

Applications are only accepted through the portal: www.mastermains.santannapisa.it

FEES AND SCHOLARSHIPS

The full participation fee is € 8,000. An early bird discount is reserved for candidates applying for the first round of selections, set for 8th October 2018.

A number of scholarships is available each year. These scholarships are assigned according to the merit rankings and/or the requirements established each year by the sponsors. The winner of the scholarships will be notified at the publication of the rankings.

The National Social Security Institute (INPS) also provides nine scholarships to cover the enrolment fee (in full). Italian candidates interested in INPS scholarships must apply to apply both on the INPS website and on the Master MAINS website by the deadline for their application to the Master MAINS program.

ALUMNI ASSOCIATION

The Alumni Association of the Master MAINS - AMMISA, founded in 1995, aims at strengthening the personal and professional links among the participants in the past editions. Additionally, the association organises regular meetings for the associates with the aim to discuss on innovation related issues with keynote speakers from academia and top corporations. The AMMISA associates are part of an international network that allows a cross-country flow of information and opportunities.