



ALMA MATER STUDIORUM  
UNIVERSITY OF BOLOGNA



Faculty of Economics – Forlì  
Faculty of Political Sciences – Forlì  
DEIS Department of Electronics, Informatics and Systems Theory – Bologna

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## 1st Level Interattheaneum University Master for creation and development of innovative SME in transition countries

Academic Year 2005- 2006

### 1. Presentation

#### 1.1 Intervention's origins

Bologna University supported by Ministry of Foreign Affairs – DG Cooperation and Development, organized the 1<sup>st</sup> Level Interattheaneum University Master for creation and development of innovative SME in transition countries – CESPEM an initiative turned to the formation of professionalism for development in transition countries of innovative small and medium enterprises.

The Master Scientific Committee is composed by:

Prof. Gambetta Guido, President of Forlì Polo Scientifico-Didattico;

Prof. Farneti Giuseppe, Dean of Forlì Economics Faculty;

Prof. Bianchi Massimo, Responsible for distance support workshop and enterprise simulation of Forlì (Director);

Prof. Riccò Bruno of DEIS,

Prof. Lehman Hartmut of Economics Sciences Department;

Prof. Pelevic Branislav, Dean of Belgrade Economics Faculty.

#### 1.2 Territorial and sectorial context

Master's partners will be: Forlì Economics Faculty, the “Polo Scientifico –Didattico” of Forlì, Belgrade Economics Faculty, Electronics Informatics and Systems Science Department (DEIS) and Bologna University Economics Sciences Department. Such a master intends to deepen the themes of SME Development in the New Economy of Transition Countries.

### 2. Intervention Strategy

#### 2.1 General Aims

The main challenges distinguishing the evolution of transition countries are also linked to the uncertain and uncompleted diffusion in those territories of a solid tissue of small and medium

enterprises. Such a process is also connected to the restructuring of big industrial plants still existing there.

Therefore the purpose is to offer a wide breath formation path basing its exigencies in a governance culture tending towards a support for enterprise activity, business management and the employment of ICT that exactly the minor business dimensions contributed to spread seizing the opportunity both at a district level and of a network dynamics, reaching in such a way several goals:

- a gradual and homogeneous transformation of one's Country, namely the strengthening of a democratic Governance system with the construction of an administrative and political culture, able to use the community tools so as the interaction with UE is as effective as possible.
- The preparation of young people interested in operating for the creation and development of entrepreneurial activities both on a private sector and in the Non Profit one and also in public structures devoted to development support.
- The diffusion of the most advanced ICT techniques which constitute on one side a powerful democrat tool and on the other a market segmentation and a change of the economic system that must be able to face the globalization processes.

## 2.2 Awaited results

The possible professional outlets that can be foreseen for the Master's pupils are the following ones:

- Employment of public administrations of one's origin Country in the field of economics development with a special care for those program about e-government, e-business, work and enterprise policies, bent and evaluation of development projects and international co-operations;
- Employment in NGO both for the entrepreneurial development of these organizations and for those ones structured as Agencies for local development that have the diffusion of New Economy and SME papers as priority purpose and in which ICT plays a first level role;
- Employment in enterprises especially for SME in sectors about the leading as first person of the firm and in those of managerial activities turned to the products and services innovation and/or the creation of innovative businesses;
- Employment as technicians able to manage independently development initiatives as regards both new technologies sectors and those more traditional especially for the following roles:
  - Responsible in Chief for Research and Development;
  - Project manager for innovation projects;
  - Development expert for high technology firm;
  - Responsible in Chief for human resources;
  - Quality Responsible in Chief.

## 3 Main activities phases

In short, the Master activity will begin by a propaedeutic course-competitive examination aiming to the selection of pupils to admit for Master and turned to find participants whose lectures and seminar activities will be carried on in Italy by Bologna University coordinating them with project work and stage activities in institutions and firms situated in Emilia Romagna. Both the propaedeutic course-competitive examination and the Master development will take place by the important use of distance learning through the Forlì distance support workshop and enterprise simulation.

### 3.1 Addressees

Master's addressees are graduated young people, managers at the beginning of their public administration career, institutions and public firms, NGO and private businesses that mean to operate in the promotion, creation or implementation field of Innovative Small and Medium Enterprises . A high education and a strong motivation for change is requested, being able to take the initiative risk in public sectors, non profit and in private field. A condition of Master participation is the disposition for teamwork, for using information technologies and English knowledge. Since Master beginning each participant will be asked a project work layout to get oriented in the mentoring activity and to choose the institution or firm where to carry out the stage.

### 3.2 Didactic plan

Such an initiative lasts one year. At beginning of September, an announcement will be issued; every financing form both direct or through grants will be specified and advertised; the application for entry will have to be submitted within 15<sup>th</sup> October 2005 at Italian Embassy of the origin country and, by e-mail, to [master.cespem@poloforli.unibo.it](mailto:master.cespem@poloforli.unibo.it). By the end of December the 54 hours propaedeutic course- competitive examination will be held in Belgrade University and in distance learning in connection with Bologna University. The selected applicants will be admitted to the Master; it will take place in Italy. Each course of the didactic plan foresees 5 frontal lectures for formative credit (For each course is granted a number of formative credits, according to the following table) in the whole 340 hours and the same hours for an alternative didactic, also as simulation of enterprise. For each subject it is foreseen that the pupil writes a short essay on the basis of tutor's or course professors' indications.

It is also forecast a 120 hours course of Italian language.

The didactical plan, in addition to the traditional lectures, includes a plan of seminars (144 hours) held by professor of national or international reputation, or by representatives from institutions or public administrations that operate in European field; in such a way the class didactics will be integrated by interventions turned to transmit to pupils the practical knowledge of problems that they may meet during their professional paths.

Once passed the exams for each course, the pupils can carry out, on the basis of a predefined project work, a stage period by public organizations, non profit and private ones that work at a local, national and international level. All this for 300 hours on the whole. This phase can take place also using the workshop of enterprise simulation of Forlì Economics Faculty.

By the end of Master, it is foreseen getting through a final trial (thesis). Also stage and thesis enable credits acquisition.

On the whole, the pupil will have to achieve a number of credits equal to 74.

Lectures will be held in English language.

<b>Didactical plan</b>						
<b>Subjects</b>	<b>SSD</b>	<b>Cfu</b>	<b>Credits Timing ( Hours )</b>			
			Lecture	Project Work	Individual work	Stage
Business economics	SECS-P/07	<b>8</b>	40	40	120	
Economics of Public companies and administration	SECS-P/07	<b>4</b>	20	20	60	
Marketing	SECS-P/08	<b>4</b>	20	20	60	
Human Resource Management	SECS-P/10	<b>6</b>	30	30	90	
S.M.E.Financial Management	SECS-P/011	<b>4</b>	20	20	60	
Business Management	SECS-P/010	<b>8</b>	40	40	120	
Policy and Economics in Transition Countries	SECS-P/01 ; SECS-P/02	<b>6</b>	30	30	36	
Network Business Economics Theory and Practice ( Workshop of Simulimpresa )	SECS-P/010	<b>4</b>	20	20	60	
Informatics	ING-INF/05	<b>3</b>	15	15	45	
Telecommunications	ING-INF/03	<b>3</b>	15	15	45	
Electronics	ING-INF/01	<b>3</b>	15	15	45	
Industrial Automation	ING-INF/04	<b>3</b>	15	15	45	
Innovation Technologies	ING-IND/33	<b>3</b>	15	15	45	
Industrial Design and Quality Approach	ING-IND/14	<b>3</b>	15	15	45	
Manufacturing innovative techniques.	ING-IND/17	<b>3</b>	15	15	45	
Environmental Technologies	ING-IND/24	<b>3</b>	15	15	45	
<b>TOTAL</b>		<b>68</b>	<b>340</b>	<b>340</b>		
Italian Language			120			
Propaedeutic Seminar			54			
<b>Final Test</b>		<b>3</b>			176	
<b>STAGE</b>		<b>12</b>				300

### 3.3 Candidates selection

20 graduated young people will be admitted to Master coming from transition countries having a degree in Economics Sciences, Engineering, Statistics, Administration Sciences or equal titles. Moreover they will have to achieve positive results by the end of the propaedeutic course-competitive examination.

Pupils entering the Master will be selected considering their documentation requested while Applying for their candidature.

### 3.4 Applying of candidatures and final evaluation.

Candidature must reach Bologna University by application on simple paper, through local Italian Embassies including C.V. and apt documentation to show the degree vote and the evaluation of all exams taken during the university attendance and also a certification showing a good knowledge of English language. The application must be delivered to the Italian Embassies within 15<sup>th</sup> October 2005. During the selection for the admission of the course-competitive examination, a classification will be established considering with the judgement of the Scientific Committee, of degree votes, of titles showed by candidates, of the study and professional carrier.

The final selection for the Master admission, will be done on the basis of results of propaedeutic course-competitive examination.

Courses attendance is compulsory. The Scientific Committee keeps the authority to expel from the course, and also to suspend the financings, those that won't be able to justify their absence for a number of course lectures equal to 75% of the whole .

By the end of Master first part, pupils that won't have regularly passed the forecast exams, cannot attend second part of Master and get the title.

The final evaluation, by means of Scientific Committee, will consider the thesis of Master and can have a differentiated result, according to the pupil's profit.

## 4. Fees

Each student will get a fee of 600,00 Euros for the covering of travel costs and a pocket money of 410,00 Euros each month for personal expenses and 280,00 Euros, each month, for accomodation costs with further facilitations for University Structures.

Moreover the participation of the Master, didactical materials and stage are free.

For more information :

[www.ecofo.unibo.it](http://www.ecofo.unibo.it)

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