



*Master in Management and
Entrepreneurship - Leading
Digital and Sustainable
Innovation (MADIM)*



The MADIM Master's Programme

The first-level university Master's programme **MADIM in Management and Entrepreneurship -Leading Digital and Sustainable Innovation** represents the evolution of the well-established MADIM –Management and Digital Transformation Master's (which has successfully completed ten editions), and builds on the legacy of two previous editions of the English-taught SMARTUP Master's.

This new programme addresses the **contemporary challenges** posed by the ecological transition, digital transformation, and the growing need for innovative and sustainable entrepreneurial models. By integrating sustainability, innovation, digitalisation and entrepreneurship in a systematic manner, the Master offers a unique educational experience grounded in an **interdisciplinary, international, and experiential approach**. Its primary objective is to **train professionals capable of leading the sustainable and digital transformation of organisations**, generating economic, social, and environmental value.

The programme retains the key strengths of its predecessors - such as project management, blended learning, and strong collaboration with businesses - while expanding its strategic vision. Sustainability is no longer treated merely as a subject area, but becomes the **guiding principle for innovation and digital transformation**.



Is it the Right Master's for Me?

The programme is designed for **graduates and early-career professionals** from diverse academic backgrounds, including economics, management, engineering, social and political sciences, design, and environmental sciences. It is particularly well-suited to those seeking to acquire **interdisciplinary and up-to-date skills in the fields of innovation, sustainability, entrepreneurship, and digital transformation.**

It is especially appropriate for individuals who aspire to:

- conceive and manage innovative and sustainable entrepreneurial projects;
- apply emerging digital solutions to address complex problems;
- effectively communicate sustainability strategies across interdisciplinary and multicultural settings.
- make informed decisions that take into account environmental and social impacts;
- operate effectively in international settings, with a strong orientation towards the global job market.

The **blended format** and teaching in **English** increase flexibility and encourage the participation of international students and young professionals.





Experience MADIM

Experiential Learning

High-quality academic content is combined with hands-on, experiential learning at the core of the MADIM Master's programme. Traditional frontal teaching is integrated with **workshops, hackathons, practical labs, real-world projects with companies and startups, and personalized mentoring activities**. Students are immersed in a dynamic learning environment that encourages initiative, collaboration, and co-creation of knowledge, while developing **project-based skills** - particularly in the digital and social domains - and strengthening their **creative thinking**.

Continuously Updated Knowledge to Match the Evolving Labour Market

The skills required to navigate the challenges of technological innovation, digital transformation and sustainability are constantly evolving, as are the roles and competencies demanded within organisations. In response to this dynamic context, the MADIM Master's programme has continuously updated its content across successive editions, maintaining **close alignment with the labour market**. This is made possible through ongoing engagement with the professional world, including strong collaboration with businesses and industry experts.

The programme is designed to equip participants with a **strategic mindset and advanced technical capabilities**, enabling them to manage systemic change effectively. Graduates will be prepared to take on roles across private companies, public institutions, startups, non-profit organisations and international bodies, such as:

- Sustainability Innovation Specialist
- Digital Transformation Consultant
- Innovation Manager
- Sustainable Entrepreneur
- Impact Analyst
- Innovation Policy Advisor



Building a Well-Rounded Professional Profile

The development and enhancement of soft skills are today a crucial component in addressing the ongoing transformations within the labour market, particularly those driven by the twin transitions - digital and sustainable - which represent not only technological shifts but also profound cultural and organisational changes. The programme enables students to acquire a wide range of key transferable skills, including **effective communication, problem-solving, teamwork, adaptability, and critical thinking**. These are further complemented by elements of change management, aimed at equipping participants to effectively manage transformation processes.

Throughout the programme, students are introduced to and apply a variety of cross-cutting organisational approaches and tools such as Design Thinking, Agile methodologies, Benchmark Analysis, Performance Monitoring and Measurement, Content Strategy, and Knowledge Management.



Career Development Program

The **Career Development Program** is a structured pathway of personal and professional growth, **tailored specifically for MADIM students**. Its objectives include:

- Fostering self-awareness through individual assessments and one-to-one career counselling sessions;
- Enhancing employability know-how and preparing students for entry into the labour market through targeted training on CV writing and mock interviews;
- Deepening students' understanding of the digital sector and promoting networking opportunities through corporate talks and guest lectures;
- Supporting the construction of a personalised professional path and employability strategy, beginning with a company internship.

Dedicated Placement Programme

To ensure a meaningful professional development experience, MADIM offers a **personalised Placement Programme** tailored to each student's profile.

The aim of the programme is to provide high-quality internship opportunities that **enable students to engage directly with the professional world** and to apply in practice the skills and knowledge acquired during the coursework and project activities.

For this reason, MADIM places particular emphasis on the careful selection of partner companies and the quality of internship opportunities offered.



Innovative and Interactive Teaching

Each module combines **classroom-based lectures, self-directed learning activities, and group project work**, allowing students to immediately apply the knowledge, models and tools acquired. The entire learning journey is further enriched by **practical experiences beyond the classroom**, facilitated through the use of digital platforms such as Moodle, Slack and Webex.

Each module features a group project based on real-world business challenges proposed by partner companies. These projects offer students the opportunity to engage directly with the complexities of the professional world, fostering hands-on, participatory learning.

In addition, students will work on a **cross-disciplinary project** throughout the programme, addressing themes related to digital transformation. This is developed in close collaboration with companies that actively involve students in their innovation processes, supported by continuous guidance from both academic and corporate tutors.

A particularly distinctive feature of the MADIM experience is the **Spring Camp** - an intensive one-week immersion during which students work closely with a local company to design a social media strategy. This initiative provides an opportunity to operate in a stimulating, high-impact environment beyond traditional academic timetables, enhancing group cohesion and enriching the programme's cultural dimension.

Finally, participants have the opportunity to sit the **ISIPM-Base project management certification exam**, further broadening their professional profile.

MADIM students also have the opportunity to take the Project Management exam to obtain the ISIPM-Base Certification.

Our Format

JANUARY- JUNE

CLASSROOM, SELF LEARNING, PROJECTS

JULY - JANUARY

STAGE

Part-time format:

Thursdays, Fridays and Saturdays
from 9:00 a.m. to 4:00 p.m.

The master's programme adopts a part-time blended format, combining in-person lectures (also available via live streaming), interactive online sessions, self-paced learning activities, and group project work managed autonomously by students with the support of the teaching staff.

Each teaching module is structured as follows*:

Week 1: Self-learning activities; module introduction; interactive lecture; briefing for project development

Week 2: Development of the self-managed group project with faculty support

Week 3: Development of the self-managed group project with faculty support

Week 4: Final project presentation; lecture concerning the following module

** Structured educational module with a group project.*

What You Will Learn

Module 1 **Foundations (Sustainable Development and Circular Economy, Innovation Management, Digital Transformation & Emerging Technologies) | 49 hours**

It provides foundational management skills and an integrated understanding of the challenges posed by sustainability and digital transformation, establishing a shared language among participants from diverse academic and professional backgrounds.

Module 2 **Entrepreneurship & Leadership (Entrepreneurial Strategy, Sustainable Venture Design, Leadership for Transformational Change) | 49 hours**

It explores key concepts such as entrepreneurial strategy, business models, and business model innovation, while fostering leadership skills oriented towards change and the development of sustainable ventures.

Module 3 **Innovation toolkit (Data Analytics and AI, Design Thinking, Business Model Innovation, Green Finance and Impact Metrics)| 49 hours**

It equips participants with methodological and operational tools to support data-driven decision-making, promote organisational innovation, and design sustainable solutions by integrating emerging technologies and impact measurement frameworks.

Module 4 **Personal Development & Career Coaching** | 35 hours

It aims to enhance participants' soft skills, supporting the development of a conscious and adaptable professional profile capable of navigating complex and dynamic environments through a growth-oriented and change-driven mindset.

Module 5 **Electives (Smart Cities, Platform Business Models, AI Ethics, Social Entrepreneurship)** | 14 hours

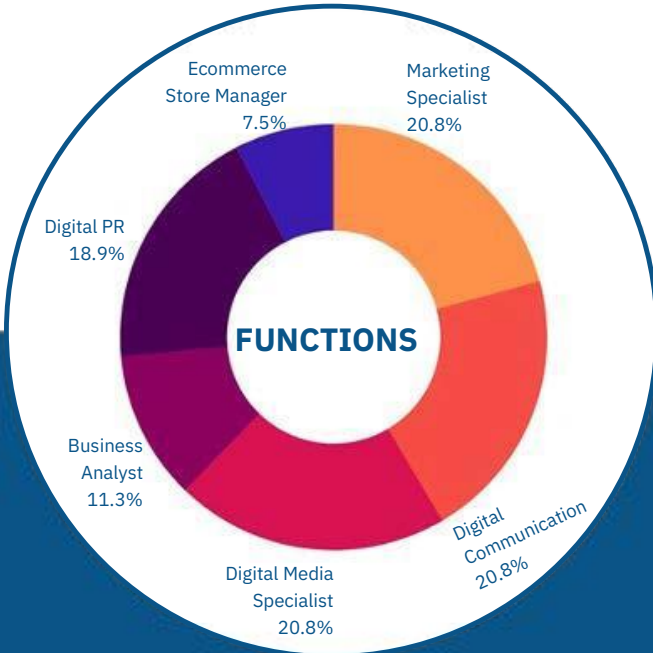
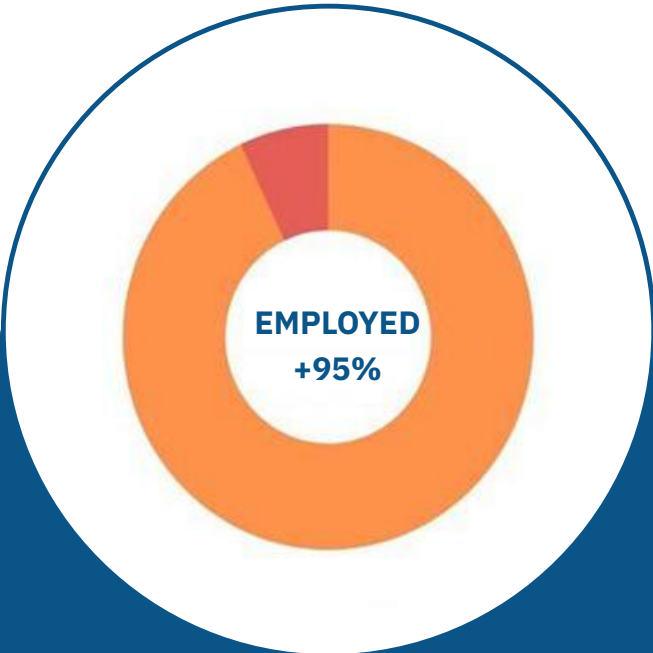
It provides specialised insights into emerging topics, offering tools to analyse qualitative feedback, assess performance indicators in digital contexts, and understand the ethical and social implications of technological innovation.

Module 6 **Applied Lab & Projects (Innovation Challenge)** | 36 hours

It enables the integrated application of the knowledge and skills acquired through the development of a complex project in collaboration with a company, addressing real-world challenges related to innovation and sustainability.

Career Opportunities

MADIM graduates pursue roles such as Project Manager and Digital Consultant specialising in data analysis, innovation, process transformation, communication, and marketing within SMEs, large corporations, start-ups, and communication agencies.



Data Source: MADIM Student Employment Survey – arithmetical mean of results recorded at 6, 18 and 30 months following graduation.

Our Faculty

The MADIM Master's programme benefits from a highly specialised faculty comprising:

| academics from the University of Milano-Bicocca, with multidisciplinary expertise in digital innovation and transformation;

| design experts from Accademia Abadir, specialising in the transformative role of design in material goods, services, communication, and relationships;

| and professionals with national and international experience across various fields of digital transformation.

Join the MADIM Community

Admission to the Master's programme is limited to a maximum of 30 students. To apply for selection, candidates must submit their application following the procedures outlined in the official call published on the University website

Application deadline **10 December 2025**

Selection interview **15 December 2025**

Enrolment deadline **13 January 2026**

The selection process includes:

- Evaluation of academic qualifications and CV
- Submission of a presentation video, maximum 2 minutes, to be sent before the interview
- Interview to assess motivation and suitability of the candidate's profile for the programme

Moreover, MADIM is part of the PA 110 e lode training initiative.





Admission and Fee

The MADIM Master's programme is open to candidates holding a university degree, with a maximum of 30 candidates admitted.

The total tuition fee is €5,800, payable as follows:

- €100 — application fee for the selection interview (due upon submission of the admission application)
- €2,800 — first instalment payable upon enrolment
- €2,900 — second instalment payable by 30 June 2026

Practical Information and Contacts

Master's Venue:
University of Milano-Bicocca
Via Bicocca degli Arcimboldi, 8 – 20126 Milano
Building U6

Contacts:
madim@unimib.it

Madim in Brief



130 hours

**ACTIVE LEARNING IN
CLASS AND SELF-LEARNING**



115 hours

GROUP PROJECTS



40 hours

**CAREER DEVELOPMENT
PROGRAM**



600 hours

CURRICULAR INTERNSHIP



21 JANUARY 2026

**START OF THE MASTER
PROGRAMME**

To graduate, students are required to pass all exams and attend at least 75% of the course hours.



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