

EMBAIN

Executive MBA
in Business
Innovation



MIB Trieste
School of
Management

www.mib.edu/embain



MIB Trieste School of Management

MIB was founded in 1988 in Trieste (Italy) with the mission of providing management education and conducting applied research in all areas of management.

The school strives to meet the demand for management skills of managers, entrepreneurs, and professionals. The portfolio of activities includes MBAs, Specialized Masters, and Executive Education Corporate Programs.

The full-time master's programs are taught entirely in English and attract students from all over the world. This multicultural environment makes studying at MIB Trieste an enriching experience that allows contact with different cultures and opens career opportunities on a global scale.

Accreditations



Associations



CEEMAN



"Over the years, MIB Trieste School of Management has earned a reputation as a center of excellence thanks to the quality and international outlook of its faculty, the inspiring learning environment, the diverse national and cultural backgrounds of its participants, and the solid connections with its partner companies and the business world in general. We are honored to work with people who challenge themselves and are willing to invest in their future with commitment and determination."

ANDREA TRACOGNA

Dean, MIB Trieste School of Management

Executive MBA in Business Innovation

Entrepreneurship
Venture Capital
Deep Tech
MBA

To thrive in an increasingly fast-paced and interconnected environment, today's leaders must leverage innovation while fluently navigating both management and technology.

Deep Tech is fundamental to tackle today's global challenges in businesses and society. Deep Tech products and services are more than just technological breakthroughs: they are built and managed in a complex process where science, product engineering and design thinking converge. Startup companies are the drivers of this revolution and even today's corporate managers need to know how to exploit the value driven by Deep Tech. With this guiding principles, we crafted EMBAIN as a part-time MBA program that equips professionals with the skills and agile mindset to unite technology

and management practices for business transformation through Deep Tech.

EMBAIN's new curriculum is built on four core pillars – designing and managing new businesses, either independent start-ups or new operations in large companies, investing in new businesses through venture capital and corporate VC, understanding the business implications and go-to-market of Deep Tech, all grounded on rigorous set of the best MBA practices – ensuring EMBAIN graduates can drive sustainable growth and lead in the new era of business.

More than an MBA: touch and practice the transformation

MIB is one of the only four Italian business schools offering MBA programs that are internationally accredited by AMBA – Association

of MBAs. We have been offering MBA programs since 1988 and, building on this solid experience, we have developed Executive MBA in Business Innovation to help managers and entrepreneurs foster business innovation from idea to market.

EMBAIN takes a hands-on approach that integrates the general management skills of the MBA with technology and innovation skills of innovators and deep tech entrepreneurs. This integration is reinforced by the creation of real new businesses that participants must develop during the MBA program and that are pitched at the end of the program to a committee of faculty and real potential investors.



Designed and delivered with a leading Deep Tech Venture Capital firm

An ambitious program like EMBAIN is the joint result of a partnership that combines the rigor of a business school (MIB), and the experience and network of the leading South European VC firm (Obloo Ventures) focused on early stage Deep Tech startups. Thanks to this partnership, the faculty includes academic scholars and leading industry experts who bring their extensive practical knowledge to the courses.

“Deep Tech is probably the greatest challenge and opportunity of our times. It requires much more than the usual mentorship and basic training many incubators and accelerators offer: we needed a place where managers, investors and entrepreneurial scientists meet together to learn and draft real life businesses. That is why, after 15+ years of investment operations, 7,000+ breakthrough projects analysed, 70+ investment closed in aerospace, computational sciences, robotics and AI, we decided to set up this program and make it an integral part of our pre-seed methodology.”

NICOLA REDI

Program Director, Executive MBA in Business Innovation
Managing Partner, Obloo Ventures

“We have developed Executive MBA in Business Innovation with the mission to help managers of companies in transition and innovative entrepreneurs design, lead and develop the business of tomorrow. It is an experiential learning journey designed to fill the demand for a new breed of business leaders with both the digital acumen and the managerial hard and soft skills required to unlock the transformation.”

FRANCESCO VENIER

Dean for Executive Education at MIB Trieste School of Management and Academic Director, Executive MBA in Business Innovation



A program built with innovation leaders

OBLOO VENTURES: CO-FOUNDING PARTNER

The EMBAIN program idea was born in 2019 through the collaboration of MIB Trieste School of Management and **Obloo Ventures**, a distinguished venture capital firm that brings together the best professionals in technology transfer and deep tech investments.

Obloo Ventures specializes in the creation, investment and development of businesses driven by scientific research, primarily in enabling technologies for Computational Sciences, Aerospace, Energy, Industry and Lifesciences. The team is composed of solid professionals with PhDs, collectively bringing decades of experience in venture capital, technology transfer and research management, gained at multinational companies and major international research centers.

LEARNING PARTNERS

LEF-Lean Experience Factory

scarl is a joint venture between McKinsey & Company and Confindustria Alto Adriatico (the North-East Italian Industrial Association). LEF is the world's largest integrated digital model company where new technologies meet a real industrial and corporate environment in order to be tested and build effective use cases.

Founded in 1968, **Bugnion S.p.A.** ranks among the leading Italian and European industrial property consulting companies. Thanks to an established tailor-made approach, Bugnion attorneys can effectively identify, protect and enhance ideas, while transforming them into key drivers of a corporate's asset, besides helping clients achieve a competitive edge in the global market.





Key Facts

EMBAIN CANDIDATES

- Entrepreneurs, Managers, Scientists running or planning to run a start-up, Tech transfer professionals, Incubators/Accelerators professionals.
- From businesses that are driven by innovation or want to foster innovation in their business models.
- Minimum 3 years of work experience.

CLASSROOM

- Maximum 30 participants.
- Diversity in education background, culture and experience.

TIMING

24 months: **06/2025 → 06/2027**

Classes 2 weekends per month (1 online)

+ 2 residential weeks (opening, and closing)

LOCATIONS

- 14 weekend sessions in Milan
- 8 weekend sessions online
- 2 weeks at MIB Trieste School of Management

HOW TO APPLY

To start the admission process, please complete the application form online www.mib.edu/embain/apply

Application deadline: 8 June, 2025

EMBAIN starts: 23 June, 2025

Part-Time Blended-Learning Program

Flexibility and innovation are embedded in the EMBAIN agenda. It is a part-time, two years program that is cutting-edge, robust and designed to mesh with the intense work schedule of a successful business professional and entrepreneur.

Executive MBA in Business Innovation blended learning part-time format allows you to continue advancing your career or your business while you learn.

The delivery methodology reflects the smooth process developed in 25 of MIB's Executive MBA editions that splits the learning sessions into 22 learning weekends and 2 learning weeks.

All learning experiences will also be supported 24/7 by MIB's online platform, which allows the interaction among students and the lecturers.

Why EMBAIN

In today's fast-paced and innovative contexts, companies require a new generation of ambidextrous leaders: individuals capable of managing business as usual through established models while exploring new opportunities with an entrepreneurial mindset. The EMBAIN program develops such leaders through a pedagogical model that brings together innovation-driven professionals and entrepreneurs, encouraging them to exchange and expand their perspectives. This approach creates change agents who pragmatically bridge business, technology, and science. The Executive MBA in Business Innovation is also an ideal solution for institutional actors—incubators, accelerators, technology transfer offices, venture capitalists, and business support organizations—seeking to enhance the innovation skills of their teams.

For Entrepreneurs, tech scouts and venture capitalists

- Get an internationally recognized MBA that guarantees high quality management education and a deep insight into the art of business innovation.
- Develop a proper entrepreneurial mindset to maximize the value you add to your company and your employability.
- Develop your dynamic capabilities and skills to help you to sense-make the changes in the technological and business environments and assess business opportunities.
- Adopt the best leadership approaches to steer your team or company in thriving environments as well as in economic downturns.

For the Company

- Equip innovation teams with skills to scout, assess, and evaluate new technologies, ideas, and investments.
- Invest in top talent to strengthen commitment and enhance intangible assets.
- Upgrade your company's knowledge base in Managerial Skills, Technical Expertise, and Technological Solutions.
- Access MIB Trieste School of Management's Innovation Networks, including Obloo Ventures, LEF, and Bugnion SpA.
- Spread costs over up to three fiscal years and leverage tax benefits for education investments.
- Build a task force of change agents to drive agile transformation.
- Develop dynamic management teams for new or fast-growing business units.
- Boost motivation, engagement, and human capital value.

For Technology Transfer Offices, University Incubators and Accelerators

- Enhance your institution's ability to create value for stakeholders and associates by strengthening human capital in Managerial Skills, Technical Expertise, and Technological Solutions.
- Build a robust spin-off creation process, ensuring sound business models and attracting venture capital investors.
- Invest in top internal talents to boost their capacity to support and develop the territorial ecosystem of businesses, institutions, and professional bodies.
- Foster Open Innovation skills and mindsets for long-term regional growth and increased access to national and international funding opportunities.
- Join the Innovation Networks of MIB Trieste School of Management, Obloo Ventures, LEF, and Bugnion SpA.
- Spread costs over up to three fiscal years.

Program Structure

THE GENERAL MANAGEMENT CORE

The EMBAIN follows the Executive MBA model: 2 years, 2 weekends per month and 2 weeks residential. The program is built on 40 credits of the “General Management Core,” delivered by MIB core faculty.

Leadership and Dynamic Capabilities Course

This course focuses on leading teams by leveraging their skills, intelligence, and diversity. Leaders must foster inclusion, creativity, and shared vision to drive innovation.

NEW BUSINESS CREATION

Whether as a standalone startup, or as a new initiative inside a large corporation, new businesses require more than ideas or technologies. Success depends on addressing real needs through structured development, market entry processes, and intellectual property protection.

From idea to market

Design Thinking ensures products and services meet user needs while supporting sustainable business models. Companies require structured development processes and strategies to use intellectual property as a competitive edge.

VENTURE ACADEMY

Venture capital operates on specific principles. Managers looking to work in this field, or to deal with VC funds, or to set up corporate ventures, or to support start-ups must master the tools and methodologies of this critical asset class.

Learn by Creating and running a VC fund

Participants learn to set up and manage venture capital funds, understanding financial principles, investment clauses, and portfolio management. They’ll also learn to create compelling investor presentations, aligned with investor expectations.

DEEP TECH BUSINESS MODELS

Deep Tech transforms industries but requires a solid understanding of its principles. This module covers AI, Computational Sciences, Life Sciences, IoT, Robotics, and the New Space Economy, preparing managers and investors to identify and leverage opportunities.

DEEP TECH INVESTMENT PROPOSAL

Participants collaborate with scientists and entrepreneurs to create a final investment memorandum. This includes a business plan and investment proposal presented to a panel of corporate and financial investors before graduation.

Curriculum

AREA AND COURSES	CREDITS*	AREA AND COURSES	CREDITS*
GENERAL MANAGEMENT CORE	40	DEEP TECH BUSINESS MODELS	5
— Leadership Dynamics		— Internet of Things	
— Financial Accounting		— Robotics	
— Corporate Finance		— AI for businesses	
— Strategic Marketing Management		— New Space Economy	
— Agile Project Mgt		— Future of Computing	
— Strategy & Organization		— Lifescience Zone	
— Managerial Accounting			
NEW BUSINESS CREATION	8	DEEP TECH INVESTMENT PROPOSAL	4
— Design Thinking Lab			
— New Product Development			
— New Business Modelling			
— Agile and Lean Management			
— Strategic Intellectual Property			
— Project Management			
VENTURE ACADEMY	5	TOTAL	62
— Principles of Venture Capital			
— Building and reviewing a plan for investors			
— Investment round Lab			
— Pitching to Investors			

LECTURERS FROM:

- MIB Trieste School of Management - University of Trieste
- Obloo Ventures
- Scuola Superiore S. Anna, Pisa
- Bugnion SpA
- University of Pisa
- LEF

* One credit consists of 25 hours of workload as defined by the European Credit Transfer System (ECTS).

Participants' profile

The hybrid nature of the EMBAIN program accommodates the demanding schedules of busy professionals and encourages participation from distant cities, reducing the need for frequent in-person presence.

The program stimulates business model innovation by bringing together managers and entrepreneurs from established companies with deep-tech startups looking to develop new businesses. By connecting venture capitalists, business managers,

and innovation leaders, EMBAIN provides a safe, stimulating environment where participants build essential skills and experiences to drive their careers forward.

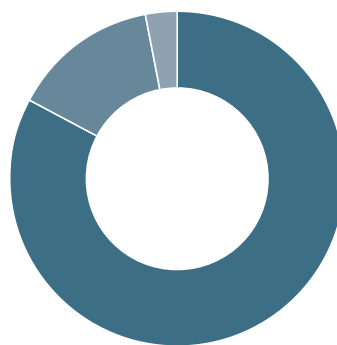
The first two EMBAIN cohorts included many professionals with hard science and engineering backgrounds. Startups, often former university researchers with promising patents, gained managerial tools to evaluate market opportunities, engage with venture capital funds, and connect

with potential clients. This unique mix of talents and perspectives enabled several participants to secure successful funding rounds or achieve profitable exits by selling their startups, showcasing EMBAIN's ability to merge innovation, entrepreneurship, and business expertise.

Participants profile*

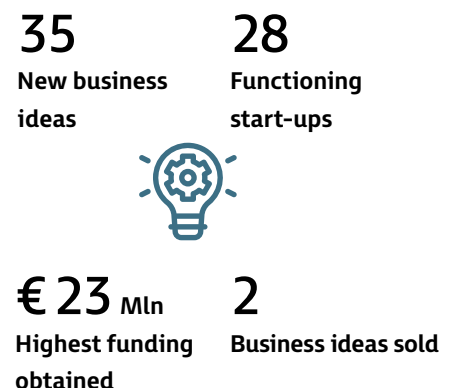


Studies background*



- 82% Science & Engineering
- 16% Business & Economics
- 2% Arts and Humanities

EMBAIN outcomes



*data from two editions

The most important asset of a Business School is its alumni network: qualified, creative, well-motivated managers who continue to share their passion well beyond graduation.

The School has more than 4,000 graduates from all over the world working in a wide variety of professional areas.

Alumni Association

MIB Trieste Alumni Association was established in 2005 with the aim of encouraging, developing and consolidating ties between alumni of the various programs and between the alumni and MIB Trieste School of Management itself. Currently the Association is divided into 20 local groups (chapters) around the globe.

The Association aims at promoting the School's image and reputation both nationally and internationally. In particular, the Association's objectives are to:

- Strengthen the relationship between Alumni and the School;
- Promote lifelong learning and ongoing professional development after graduation;
- Develop an active and structured community for professional networking;
- Foster the exchange of entrepreneurial and managerial ideas;
- Enhance the opportunities for professional growth and career development;
- Offer social, networking and leisure opportunities;
- Increasing visibility and prestige for the School nationally and internationally.



"We never stop learning and most of our knowledge comes from the interactions and connections we have with others. MIB Alumni Association is our platform: a community of people driven by passion for knowledge, professional growth, and exchange, based on the principles of mutuality and give back to Alumni, to the school and to the society at large".

LAURA PRINZI

President, MIB Trieste Alumni Association
Innovation Manager
EMBA 22



DEADLINE

EMBAIN Starts:

23 June, 2025

Deadline to apply:

8 June, 2025

Tuition costs:

€ 32.000 (22% VAT included)

Participation as an individual

€ 32.000 (22% VAT not included)

Participation as a company

The program is open to maximum 30 participants with diverse educational backgrounds and experiences.

ADMISSION REQUIREMENTS

- Bachelor's degree in any field of study.
- Minimum 3 years of work experience after obtaining the degree.
- Proficient use of English language.
- Interest, motivation or attitude towards technology and innovation.

HOW TO APPLY

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EARLY BIRD*

€ 5.000 reduction: valid until **23/05/2025**

SCHOLARSHIPS*

Women € 7.000

Residing 500Km+ from Milan € 7.000

Innovative Start-ups € 12.000

Innovative SME € 9.000

CORPORATE DISCOUNTS*

10% for 2 participations

20% for 3 participations

30% for 4+ participations

Members of the MIB Trieste School of Management consortium are entitled to an additional 10% reduction on the tuition fees.

* Cannot be combined with other offers.



Digital credentials for your MBA

MIB Trieste School of Management has embraced the future of digital credentials by adopting Open Badges 3.0 - the latest global standard in verifiable digital achievements. In addition to the traditional paper format, all Executive MBA in Business Innovation diplomas are now issued as secure digital badges that contain comprehensive metadata about your qualification. These digital credentials are more than just images - they're tamper-proof digital certificates that contain verified information about your achievement, including who earned it, when it was issued, and the specific competencies gained through the program. Based on the W3C Verifiable Credentials model and secured through advanced cryptographic signatures, these badges offer the

highest level of security and trust in the digital credentials space. As an EMBAIN graduate, you'll have complete control over your digital credential. You can easily share it across different platforms, include it in your digital portfolio, or display it on professional social networks. Each badge is instantly verifiable by potential employers or institutions, providing immediate proof of your qualification's authenticity.

This adoption of Open Badges 3.0 places MIB Trieste School of Management at the forefront of the digital transformation in higher education, ensuring our graduates' credentials are recognized and trusted in today's increasingly digital professional world.

Executive MBA in Business Innovation

Accredited



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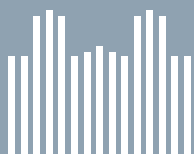
All information within
this brochure is correct
at January 2025.

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