

ARAB-MEDITERRANEAN CAMPUS EXECUTIVE PROGRAM

CALL FOR APPLICATIONS

Executive Course on:

“Innovation in Mature Sectors: Scenarios and Strategies for the New Economy - The Case of Made in Italy”

CALLING ALL PROFESSIONALS INTERESTED IN INNOVATION AND SUSTAINABILITY IN ENERGY REGULATION,
ECONOMICS AND SUSTAINABLE ENERGY SYSTEMS IN THE MEDITERRANEAN AND MENA REGION

APPLY NOW TO BE A PART OF THE EXECUTIVE COURSE, SUPPORTED WITHIN THE FRAMEWORK OF THE ARAB-
MEDITERRANEAN CAMPUS PROJECT - CUP I86E23000130008

DATE OF THE COURSE

- Online phase: October-November 2026
- On Campus phase: from November 23 to November 27, 2026 at Luiss University; and from November 30 to December 3, 2026 at Ca' Foscari University of Venice (two weeks)

Location: Luiss Guido Carli University (Rome, Italy) and Ca' Foscari University of Venice (Venice, Italy)

Application: The application for participation in the call must be submitted exclusively online through the dedicated platform available at the following link <https://mediterraneancampus.luiss.it/en/arab-mediterranean-campus-amc-how-to-apply-executive/>

Deadline for application: October 12, 2026

Project's target area: Algeria, Saudi Arabia, Bahrain, Djibouti, United Arab Emirates, Egypt, Jordan, Iran, Iraq, Israel, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Syria, Somalia, Tunisia, Turkey.

OBJECTIVE

The course aims to provide advanced training for professionals from private entities, governmental institutions and universities located in the MENA region. The Executive Course “Innovation in Mature Sectors: Scenarios and Strategies for the New Economy - The Case of Made in Italy” is addressed to **national practitioners and experts operating in the field** covered by the program and provides multidisciplinary training in English, divided into online and on campus activities.

The Executive training promotes strategic dialogue and economic integration between Italy, the EU, and the MENA region through a highly multidisciplinary approach. It integrates strategic management, economic analysis, and risk assessment to equip participants with tools to navigate global trade shifts and structural uncertainty. The program also aims to provide a comprehensive overview of industrial transformation and business innovation, with a particular focus on mature sectors, SME ecosystems, and the strategic reinvention of traditional “Made in Italy” manufacturing models.

PROGRAM FEATURES AND TEACHING ORGANIZATION

The program consists of two phases and is aimed at 25 **national practitioners and experts operating in the field** covered by the program from 20 countries in the MENA region (Algeria, Saudi Arabia, Bahrain, Djibouti, United Arab Emirates, Egypt, Jordan, Iran, Iraq, Israel, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Syria, Somalia, Tunisia, Turkey).

The first phase of the program includes 24 hours of online training. The second phase of the program includes 50 hours of training to be carried out over two weeks in Italy: the first week will take place at the Luiss Guido Carli University in Rome and the second week at the Ca' Foscari University of Venice.

- ♦ Course Start: **online phase** starting from mid-October 2026; **on-campus phase** from November 23, 2026, to December 3, 2026 (two weeks)
- ♦ Duration: 24 hours online + 50 hours on-campus in Italy.
- ♦ Language of Instruction: English.
- ♦ The online course will be taught by faculty members from Luiss University and Ca' Foscari University.
- ♦ The in-person phase of the course is divided into two specific modules. In particular:
 - Module 1 at Luiss University will focus on Business entrepreneurship and legal-political development.
 - Module 2 at Ca' Foscari University of Venice will focus on business innovation and Made in Italy.

ON-CAMPUS STRUCTURE AND MODULES

The Program is structured into two comprehensive modules delivered over a two-week period, with the first module hosted by Luiss University and the second by Ca' Foscari University of Venice.

Module 1 (Week 1) – Luiss University

The first module of the course, hosted at Luiss University, is a high-level educational initiative designed to foster strategic dialogue between Italy, the European Union, and the MENA region. Built on a strongly multidisciplinary approach, the curriculum integrates geopolitical analysis, EU policy studies, and the Italian institutional system with specialized modules on business strategies and political risk analysis in complex environments.

The program equips participants with advanced analytical tools to navigate transnational challenges and seize shared regional opportunities. Its teaching methodology combines high-level institutional and corporate site visits—such as the Italian Ministry of Foreign Affairs, FAO, and Confindustria—with forward-looking practical activities, including an innovative Scenario Building focused on innovation and sustainable development in the Mediterranean.

Ultimately, the program aims to develop leaders capable of operating effectively across both shores of the Mediterranean, mitigating geopolitical risks, and promoting sustainable and inclusive growth.

Module 2 (Week 2) – Ca' Foscari University of Venice

This executive program offers a highly practical and comprehensive educational path designed to address the strategic and competitive dimensions of business innovation and “Made in Italy”.

The turn of the century marked a change in the rules of the game. Since the so-called Dot-com boom and bust, the economy that emerged is faster, more interconnected, and far less predictable than the one it replaced. It is also characterized by increasing uncertainty. For companies in mature industries, and for the small and medium enterprises that form the backbone of many economies, this shift represents an existential challenge.

Globalization has deepened interdependencies that can amplify shocks across borders in hours. Digital technologies are eroding business models that took decades to build. Uncertainty has become structural – not a temporary condition to endure, but a permanent feature of the competitive landscape. Strategizing, in this context, is no longer about optimizing a fixed position. It is about building organizations resilient enough to absorb disruption and agile enough to seize opportunity.

This module takes Italy as its testbed: a country whose competitive identity is built on mature industries – fashion, food, furniture, machinery – and on dense networks of micro and small firms rooted in specific territories. Italy's experience is a mirror for any economy where traditional sectors and SME ecosystems are both the backbone of regional economies and a source of vulnerability.

Through scenario analysis and strategic frameworks, this module equips participants to ask hard questions about their own sectors: What is genuinely durable in our model? Where are we exposed? And what would it take to compete – not despite our roots, but through an intelligent reinvention of them?

Methodology

The course integrates theoretical lectures with interactive and experiential learning activities, complemented by study visits to institutions and private companies in Rome and Venice.

PARTICIPATION AND SCHOLARSHIPS

Participation in the Executive Course is free of charge, and the selection will follow an application procedure for candidates who have submitted an expression of interest deemed eligible. Twenty-five participants will be admitted from the project's target area: Algeria, Saudi Arabia, Bahrain, Djibouti, United Arab Emirates, Egypt, Jordan, Iran, Iraq, Israel, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Syria, Somalia, Tunisia, Turkey.

Admitted participants will receive coverage of the following costs:

- Travel to and from the country of origin
- Accommodation during the two weeks in Italy
- Access to all training activities
- Registration fee for participation in the program
- Certificate of attendance and/or a certificate of course completion

The Program will not cover:

- Daily allowances
- Meals
- Any other personal expenses
- Local transportation

HOW TO APPLY

The application for participation in the call must be submitted exclusively online through the dedicated platform. The platform for submitting the application to the call is also available on the following page of the Arab-Mediterranean Campus website: <https://mediterraneancampus.luiss.it/en/arab-mediterranean-campus-amc-how-to-apply-executive/>.

Candidates are responsible for the information they enter in the online application form and for the validity of the certifications/self-declarations they submit. The University reserves the right to verify the accuracy of the information and the validity of the documents provided. In cases of non-compliance with the declared information, candidates may be excluded from attending the course at any time, even after the admission process has been completed. Once the application form has been completed, the candidate will receive a copy of the submitted application as confirmation that the procedure was successfully completed. The application shall be considered, for all legal purposes, as a self-declaration of the personal data and qualifications stated therein.

The deadline for submitting applications is set at **23:59 (CEST), UTC+2 on October 12, 2026.**

SELECTION CRITERIA

1. Bachelor or higher-level degree in related fields of the Executive Course “Innovation in Mature Sectors: Scenarios and Strategies for the New Economy - The Case of Made in Italy”.
2. Curriculum vitae, declaring degree and any further qualification achieved, professional experience, soft skills and any other relevant aspect of personal background.
3. English language proficiency at a minimum of B2 level (Upper Intermediate). The following certifications are accepted: Cambridge University Press & Assessment, British Institutes, Educational Testing Service (ETS), Pearson Education Limited, Trinity College London, IELTS, Duolingo English Test, and EF Standard English Test. Signed statement issued by the home institution/company attesting that the candidate has at least a B2 proficiency level are accepted.
4. Be a practitioner expert in the field covered by the Executive Course in following countries: Algeria, Saudi Arabia, Bahrain, Djibouti, United Arab Emirates, Egypt, Jordan, Iran, Iraq, Israel, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Syria, Somalia, Tunisia, Turkey.
5. Research security safeguard: candidates must pass an individual, proportionate, risk-based, country-neutral and non-discriminatory assessment of any affiliations, roles, funding, obligations or stakeholder involvement that may pose a risk to research security and integrity. Admission may be refused or made subject to mitigation measures only where documented and verifiable information identifies an unacceptable risk that cannot reasonably be mitigated.

DOCUMENTATION TO ATTACH

- ♦ Valid Passport
- ♦ Cover letter
- ♦ Curriculum vitae
- ♦ Certificate of Degree in related fields of the Executive Course “Innovation in Mature Sectors: Scenarios and Strategies for the New Economy - The Case of Made in Italy”
- ♦ Certification of knowledge of English (at least B2)
- ♦ Letter of Agreement by the candidate’s institution supporting the application and permission to attend the course

SELECTION PROCEDURE

The selection procedure for admission to the Course consists of three stages:

Phase 1: In this phase, the possession of the minimum mandatory requirements will be verified, namely Certificate of Degree in related fields of the Executive Course “Innovation in Mature Sectors: Scenarios and Strategies for the New Economy - The Case of Made in Italy”, being a national, practitioners, expert in the field covered by the Executive Course from the project’s target area, and holding a certificate proving English language proficiency at a minimum B2 level of the CEFR (Upper Intermediate). Candidates who do not meet these requirements at the time of application will not be admitted to Phase 2 of the evaluation.

Phase 2: In this phase, the CV, the candidates’ background and the level of English will be evaluated in collaboration with Ca’ Foscari University of Venice and a third partner Italian University of the AMC Consortium. Candidates who achieve a minimum score of 48 points will be admitted to Phase 3.

Phase 3: This phase consists of a short video interview to assess the candidates’ aptitude and motivation for the course. Candidates who have achieved the minimum score of 48 points in Phase 2 will be required to submit a video with a maximum duration of two minutes, technical instructions will be provided via e-mail to eligible candidates. The Selection Committee reserves the right to conduct an online interview with candidates, if deemed necessary. Phase 3 will be considered successfully completed by candidates who achieve a minimum score of 27 points. Throughout all phases, the geographical balance of the candidates’ home countries will also be taken into consideration. Candidates who achieve a minimum overall eligibility score of 75 points—calculated as the sum of the scores obtained in the two evaluation phases, with at least the minimum required score in each phase—will be admitted to the course.

Selection Phases	Description	Maximum achievable score	Minimum score for admission to the next phase
Phase 1 Eligibility Screening	Verification of candidates’ fulfillment of the mandatory minimum requirements to attend the course.		
Phase 2	CV	60	48
	English Level		
Phase 3	Video interview	40	27
Total		100	75

The number of admitted candidates corresponds exactly to the number of places available as specified in the call for applications. Candidates who meet all the required criteria (both merit-based and minimum score requirements) but are not admitted due to the limited number of places are considered eligible. Eligible candidates may be admitted subsequently in the event that an admitted candidate withdraws or fails to confirm their acceptance.

In cases where candidates obtain the same overall score, and in order to ensure both gender balance and representation from all MENA countries involved in the project, the following criteria will be applied to determine the final admission ranking:

- Candidates whose country of origin is among the least represented in the MENA region, ensuring an appropriate geographic balance proportional to the number of applications received
- Belonging to the less represented gender
- Order of submission of the application for admission to the course

The results of the selection process will be communicated to the candidates via email at the address provided on the application platform and will also be published on the website at the following link: <https://mediterraneancampus.luiss.it/en/arab-mediterranean-campus-amc-how-to-apply-executive/>.

WITHDRAWAL

Admitted participants who intend to withdraw from the Course must provide written notice via email to the Scientific Coordinator of the course, Prof. Raffaele Marchetti, to allow for the admission of any eligible candidates, as specified in Art. 4 of this call for applications.

The withdrawal from attendance must be sent to the e-mail address campus.am@luiss.it.

OBLIGATIONS OF ENROLLED PARTICIPANTS

All participants enrolled in the Course are required to fulfill the academic commitments undertaken upon enrollment. They must also behave in a manner that supports the effective conduct of educational activities and the proper administration of assessments, while respecting personal integrity, the dignity of others, the decorum of the learning environment and, more generally, university life.

Any violation of the above-mentioned behavioral obligations may result in disciplinary action, without prejudice to any additional legal sanctions. Attendance is mandatory and participants must strictly adhere to the class schedule.

Enrolled participants are also required to comply with attendance monitoring procedures as established. To be eligible for the final multiple-choice assessment test at the end of the online phase, students must have attended at least 90% of the scheduled lesson hours. To obtain the certificate of attendance for the in-person phase of the course, a minimum attendance of 90% of the scheduled hours is required.

RESEARCH SECURITY

Participants must promptly disclose any affiliation, funding, obligation, conflict of interest or third-party involvement that may affect research security, comply with reasonable risk-mitigation measures, and prevent unauthorized access to restricted activities or information. Documented and unmitigable risks, material non-disclosure or non-compliance may result in proportionate restrictions, suspension or exclusion, in accordance with Council Recommendation C/2024/3510, Regulation (EU) 2021/821 where applicable, and relevant EU and national law.

CERTIFICATIONS

Participants who successfully complete the entire program will be awarded a certificate of attendance and/or a certificate of successful completion of the course.

PERSONAL DATA PROTECTION

Luiss treats the personal data of candidates in full conformance of Reg. UE/2016/679 exclusively for administrative purposes related to this call for applications.

Luiss, as Controller, collects and processes the identifying data (name, surname, place and date of birth, personal tax number and citizenship), contact data (residential address, e-mail address and telephone number), data relating to academic record, data relating to knowledge of foreign languages, data relating to any certifications held by the data subject, in order to manage the application for participation in the competition and related obligations (the legal basis for processing lies the

fulfillment of the pre-contractual obligations between the parties). Processing takes place in the European Economic Area, on paper and electronically, using the security measures required by law.

Data are processed by Luiss's administrative and teaching staff and by any third party who assists Luiss in management of the application.

Any data subjects wishing to exercise their statutory rights as per articles 15-22 of Reg. UE/2016/679 may do so by writing an email to the Controller, Luiss Guido Carli at Viale Pola 12, 00198 Rome, Italy, privacy@luiss.it setting out their request. The contact details of the Data Protection Officer (DPO) are available at www.luiss.it/contatti.

SAFEGUARD MEASURES

For all matters not specifically addressed herein, reference is to be made to the University Academic Regulations. Submission of the online application to participate in the selection process referred to in article 6 above implies the candidate's acceptance of the provisions hereof and the University Academic Regulations in force.

THE RECTOR
Prof. Paolo Boccardelli



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