



## Pooling experience, creating innovation – the DICAMP Master Program in Tunisia

Researchers from the Leipzig Fraunhofer Center are working with international partners to develop an accredited and cross-institutional master's degree program in innovation management in Tunisia.

Working with German, British, French and Tunisian partners, the Fraunhofer Center for International Management and Knowledge Economy has developed and implemented an accredited cross-institutional master's degree program in Innovation Management in Tunisia. The program was launched two years ago for the first 30 students at the three partner universities in Tunis. In order to promote cross-border, interdisciplinary networking, researchers from the Fraunhofer Center Leipzig also designed an innovation lab, which they implemented in Tunisia in cooperation with the École Nationale d'Ingénieurs de Tunis (ENIT). This virtual lab has been set up to run innovation contests between Tunisian and European students and to promote intercultural dialogue. The Business Models: Engineering and Innovation unit is also responsible for designing individual modules of the master's program, such as seminars on leveraging potential for innovation and the strategic use of this potential, or on managing collective knowledge.

During the program, six Tunisian graduates took the opportunity to combine their project work and master's theses with a research placement at the Fraunhofer Center for International Management and Knowledge Economy in Leipzig.

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**Funding:** European Union, as part of the Tempus program

**Partners:** University of Leipzig, Leipzig Graduate School of Management (HHL) – Center for Leading Innovation & Cooperation (CLIC), Weißenstephan-Triesdorf University of Applied Sciences (HSWT), University of Exeter (UNEXE), Mines ParisTech (MPT), École Nationale d'Ingénieurs de Tunis (ENIT), École Supérieure des Sciences Économiques et Commerciales de Tunis (ESSEC), Institut des Hautes Études Commerciales Carthage (IHEC), Ministry of Education – l'Agence Nationale de Promotion de la Recherche Scientifique (ANPRI), Center International des Technologies de l'Environnement de Tunis (CITET)

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Innovation contests are defined as "web-based competition between innovators who use their skills, experiences and creativity to provide a solution for a particular contest challenge defined by an organiser." Consequently, intercultural innovation contests allow people from different countries to join together on virtual platforms in order to take part in competitions and develop ideas. (Bullinger, Möslein 2010: 2).

Source: Bullinger & Möslein (2010): Innovation Contests – Where are we?, AMCICS Proceedings, Paper 28, p. 2



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The master's graduates know how to find suitable ways of managing innovations.

More and more Companies strengthen their competitiveness by enabling their employees to develop and pursue own ideas.

*"I learned a lot through this experience, whether in terms of scientific knowledge and methodology or German culture. It was very insightful and rewarding to work in an institute such as Fraunhofer Center Leipzig, where I was able to discuss issues with colleagues and share opinions and ideas with them. Besides the institute itself, Leipzig is a really lovely city."*

Aida, Boukhris – student in first year group/on the DICAMP Master Program. For her master's thesis, she researched the topic of "Business Model Innovation – A Support for High Growth" at Fraunhofer Center Leipzig.