



INNOVATION MANAGEMENT
MASTER PROGRAMME

Students' Book



Tempus

Preface Professor Dr. Bahri Rezig

Tunisia, after the January 14th 2011 social and political “earthquake”, is facing huge social and economic problems. More and more experts believe that Tunisian people will catch up realistic opportunities if the Tunisian government could orient its development vision towards a knowledge based economy. Tunisia is, yet, shaping its economic roadmaps according to an innovation driven Green Global Growth Model.

The National Agency of Research Promotion, as a focal governmental organization which main role is to foster innovation and innovative entrepreneurship, participates to this vision and efforts by leading activities over three axis: i) Governance of Tunisian National Innovation System (NIS), ii) Interfacing research and innovation (offer and demand) institutions by putting in place a toolbox of new mechanisms, practices and adaptive structures. iii) Networking research labs with European Research Area and clustering value chains in regional level.

NAREP is, also, launching, within the frame of a supporting program funded by European Union (2012-2014, PASRI), a NIS-Academy with the strategic mission to put in place new training curricula giving birth to innovation and research based jobs (eg: R&D Managers, Transfer Managers, Innovation Managers...). DICAMP, as a TEMPUS Project, not only sup-

ports our above mentioned missions, but also builds a collaborative platform with skilled European institutions. This is of the greatest help for NAREP to empower the Tunisian capacity to bring to reality industrial innovation and valorization of research results. Therefore, DICAMP is a unique experience to support the capacities of Tunisian universities in such new areas of education but, also, to network the right partners and to identify the right “end-users” needs.

So, I wish the best to this three years project and would like to thank those who are standing behind with the strongest faith and highest professional level.

Prof. Dr. Bahri Rezig



Prof. Dr. Bahri Rezig

General Director of National Agency for Research Promotion
National Project Manager of PASRI

Site : 50 AV. Mohamed V. – 1002 Tunis,
Tunisia
PO Box : B.P N° 177 Tunis Belvédère 1002

Phone: + 216 71 834 855
Fax: + 216 71 834 855
Mobile Phone: + 216 97 673 953

dg.anpr@anpr.rnu.tn
bahri.rezig@enit.rnu.tn



Agence Nationale de la Promotion
de la Recherche Scientifique

DICAMP = Development and Implementation of an Accredited Cross-Universities Innovation Management Master Programme in Tunisia

With the project DICAMP the higher education system in Tunisia receives a cross-universities master programme in innovation management that conveys to the students the skills how to create innovations and how to lead them to success, while fostering entrepreneurial thinking. Therefore the project not only contributes to the modernization of study programmes and curricula at Tunisian universities but also responds to the current requirements of the Tunisian economy.

Master Programme Innovation Management

The field of innovation management education is well established. Amongst early courses were those offered by MIT in the first part of the 20th century and this ‘technology/industrial engineering/ management’ stream converged with a second stream emerging from business schools during the 1960s. Nowadays there are several hundred specialist Masters level courses offered both for full-time and part-time executive education students.

Reviewing the content of such courses suggest considerable convergence around some core principles. First there is a basic coverage of ‘foundation’ elements in innovation management – topics like innovation strategy, project management, new product/service development,

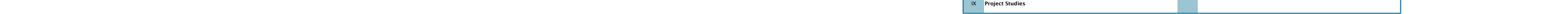
The project is funded by the TEMPUS programme of the European Union and focuses on the conceptual development of a two years master programme by European and Tunisian institutions as well as its implementation at three Tunisian universities. Starting in October 2011 the project partners from Europe and Tunisia developed the different modules of the master programme during three design-workshops.

entrepreneurship and intellectual property management. Second there is a research-led range of courses which explore ‘frontier’ issues in innovation management – such as ‘open innovation’, user-led innovation, service innovation and design-driven innovation. Such courses are usually modular in structure and involve a substantial dissertation element in which students are able to integrate course material around a chosen topic which they develop in some detail.

The designed programme makes use of this type of structure, offering a combination of foundation elements, frontier elements and an integrating dissertation.

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III	Searching for Innovation Opportunities (Klaus Menrad HSWT, Chokri El Hachimi)	XII	Open Innovation (Hagen Habicht CLIC, Kathrin Moslein CLIC, Aida Besbes)
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The 4th semester is a dissertation element equivalent to 30 ECTS.

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| <ul style="list-style-type: none"> • In year 1 – the foundation elements – we look at what we have learned about answering these questions • In year 2 – the ‘frontier’ elements – we look at how organizations are changing their approaches in the face of a shifting context and modifying or even changing their answers to these core questions | <p>The course is designed around 15 modules, each of which is equivalent to 6 ECTS, giving the total of 90 ECTS. The identification of modules is given in the following table. In July 2012 the master programme received its accreditation from the Tunisian Ministry of Higher Education. In 2014 the programme would be applied for an international certification at an international accreditation institute in Germany.</p> | <ul style="list-style-type: none"> • to satisfy the requirements of the Bologna agreement, • to adapt to the economic and cultural situation in Tunisia, • to meet high standards of an international and reputable accreditation institute, • to be seen as a typical model that other Tunisian universities can copy in | <ul style="list-style-type: none"> • Ecole Sup. des Sciences Economiques et Commerciales de Tunis (ESSECT); • Institut des Hautes Etudes Commerciales Carthage (IHEC). <p>30 students were selected for the programme as the first cohort out of 953 applications. The second cohort of students will be selected in summer 2013</p> |
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- In year 1 – the foundation elements – we look at what

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| | | <ul style="list-style-type: none"> • Ecole Nationale d'Ingénieurs de Tunis (ENIT); • Ecole Sup. des Sciences Economiques et Commerciales de Tunis (ESSECT); • Institut des Hautes Etudes Commerciales Carthage (IHEC). <p>30 students were selected for the programme as the first cohort out of 953 applications. The second cohort of students will be selected in summer 2013.</p> |

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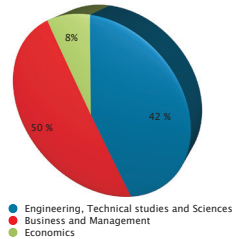
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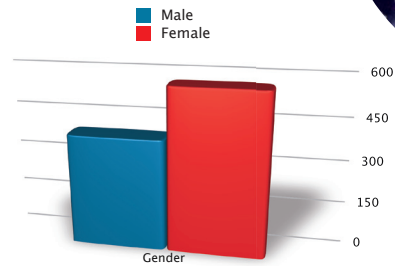
Students of 2012 – Selection Process

By the end of August 2012 DICAMP received 953 applications for the master programme. Out of 953 applicants 105 candidates were selected for the interview. After identifying their final score based on communication skills, motivation and level of English language spoken during the interview, 30 candidates with the highest final scores were selected to be the first students of the master programme innovation management. The 30 students have diverse backgrounds from business and management as well as engineering, technical studies and science. Some of them are full time workers (engineers/managers) and have a permission from their employer to study the programme. This first generation of students is important for the further years of the project and its sustainability. These students are having an important part in the activities of the DICAMP project by working successfully together with the European project partners.

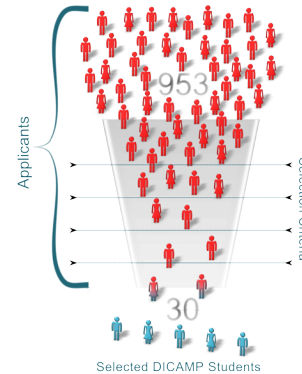
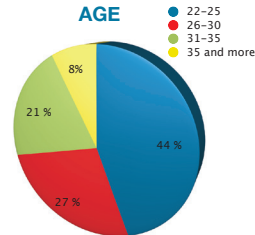
BACKGROUND



GENDER BALANCE



AGE



Students of 2012 – Individual Profiles

Name Kouka
Surname Abdelmonam
Nationality Tunisian
Email abdelmonam.kouka@tac-tic.net



I attended the university of ...

- Engineering degree in Computer Sciences in National School of Computer Science (ENSI), Tunis, Tunisia
- Master's Degree in Information Security in National School of Computer Science (ENSI), Tunis, Tunisia
- Master's Degree in Free and Open Source Software in High Institute of Computer Science (ISI), Ariana, Tunisia

My practical experiences are ...

- Computer engineer at HR Access Tunisia International : HR Access August 2007 March - 2008 Les Berges du Lac Tunis – Tunisia
- Temporary university teacher National School of Computer Science (ENSI), Tunis, Tunisia: February - June 2008 Manouba – Tunisia
- Java/JEE R&D Engineer - CSA team Alcatel-Lucent Tunisia July 2008 - March 2011 Parc des technologies de la communication - Cite La Gazelle Ariana - Tunisia
- IP/MPLS Field Support Engineer Alcatel-Lucent Tunisia March 2011-December 2012 Parc des technologies de la communication - Cite La Gazelle Ariana – Tunisia

- Co-Founder/Manager of TAC-TIC Corporation TAC-TIC Since January 2013 Parc des technologies de la communication - Cite La Gazelle Ariana - Tunisia

My qualifications are ...

- IP/MPLS Expert
- Open Source Consultant
- Software Developer

DICAMP's greatest potential

- It is a good opportunity for me to study in an international environment, and especially to study innovation and innovation management.
- Innovation management is very important for Tunisia and its economy because our capital is our human resource capabilities. Innovation is the dynamo of progress in this kind of economies based on human resources. To improve the benefits of innovation we need to manage it, that's why innovation management is very important.

My professional interests in innovation management are about...

I am specialized in ICT, and I am closed to innovation, what I need is to know how to manage innovation, especially since I am launching my own start-up.

My project study and thesis will be about ...

...either ICT or marketing and getting business opportunities.

After finishing DICAMP I would like to work in the field/area of ...

Entrepreneurship in information and communication technology. I am launching my own business, my start-up is www.tac-tic.net, and I think that this master program will help me a lot to improve my work.

Students of 2012 – Individual Profiles

Name Aroua
Surname Mannai
Nationality Tunisian
Email manaiaroua@gmail.com



I attended the university of ...

- February 2012: National Engineer's Diploma (appreciation: very well)
- January 2009 – June 2011: Industrial chemistry engineering courses at INSAT
- September 2006 – January 2008: Integrated preparatory courses at INSAT
- June 2006: Baccalaureate degree, Division: science (appreciation: very well) Bourgiba Pioneer School, Tunis

My practical experiences are ...

- September 2011- December 2011: Training course at the end of studies at R&D department of MPC Prokim Chemicals
- Title of the thesis: synthesis, characterization and optimization of an emulsion vinyl versatic
- August 2010: one month training course at National Institute of Research and Physical and Chemical Analysis (Introduction to various techniques of physico-chemical analysis: Spectroscopy of Atomic Absorption and technique of gas chromatography)
- June 2010: one month training course at National Center of Nuclear Sciences and Technologies
- Introduction to nuclear techniques using radioactive isotopes for the development of

New radiotracers in order to study pathology of brain tumors

- July 2008: trainee at Inoplast: an industry specialized in the extrusion and injection of plastic materials.
- July 2007: trainee at Pasteur Institute of Tunis
- ACADEMICS PROJECTS :
- March – June 2010: Process Engineering Unit, INSAT: Simulation of heat transfer using MATLAB
- September – December 2008: Industrial chemistry researches unit, INSAT: Purification of phosphoric acid by nano filtration.

My qualifications are ...

- IT tools
- Office pack
- Matlab Mathematica
- Pascal, C++
- Languages
- Arabic : mother tongue
- French : fluent
- English : advanced
- Spanish : basis

DICAMP's greatest potential

DICAMP will allow me to build a comprehensive skill set in business and innovation management to complement my scientific back-

ground. It will also refine my understanding of the role of research & development in the success of a company. I expect that my experience in this programme will open the door to a dream job and allow me to reach my full potential in an exciting career as a chemical engineer.

My professional interests in innovation management come from...

... my belief that innovation is a key factor for success for engineers especially if they are seeking a leadership career. In fact, when taking a manager's position, the sense of innovation should be always present. That's why I decided to apply for this programme which will provide to me the appropriate skills for a future manager who focuses on creativity and believes in new technologies.

My project study and thesis will be about...

... renewable energies

After finishing DICAMP I ...

... intend to apply for job offers in management whether in my country or abroad. I hope I acquire the sufficient background through these studies in order to improve my lifetime career.

Students of 2012 – Individual Profiles

Name Ayari
Surname Seif Eddine
Nationality Tunisian
Email ayari.seif.eddine.666@gmail.com



I attended the university of ...

Ecole Nationale d'Ingénieurs de Tunis (ENIT)

My practical experiences are ...

I am a production manager

DICAMP's greatest potential

DICAMP will contribute to a modernization of Tunisia's education and aims to introduce the concept of innovation management to the Tunisian society and its economic environment. I think that the master programme is going to change our understanding of a classic master and allows us to embrace a new vision; the innovation vision.

My professional interests in innovation management are about...

I think that the innovation management is going to give us a new perception of the economy at every level and helps in improving our society. It can make the Tunisian market more efficient and more competitive on an international level.

After finishing DICAMP I would like to ...

... become an innovation manager at an international firm.

Students of 2012 - Individual Profiles

Name Ezzeddine
Surname Ben Rhima
Nationality Tunisian
Email benrhimaezzeddine@gmail.com



I attended the university of ...

- 2010: Graduated from Higher School of Economic and Commercial Sciences of Tunis (ESSECT) in Web Marketing.
- 2012: Master's degree from Higher School of Economic and Commercial Sciences of Tunis (ESSECT) in E-Marketing.

My practical experiences are ...

Internship at - Web Intelligence
Internship at - A2WM (Advice World Web Marketing)
Internship at - ABC Webmarketing
Work at - ABC Webmarketing

My qualifications are ...

- IT :
- Infographicsoftware: Adobellustrator, Adobe Photoshop, Adobe Flash, Adobe After Effects
 - Word Processing:
 - Microsoft Office
 - Dreamweaver (html, php, css), MySQL, Visual Basic, SPSS, UML

Languages :

- Arabic
- French
- English

Hobbies:

Surf the web, international news, discuss and think on new ideas and concepts, read magazines about management, space, web and IT,...), contemplating the sea, sports, travelling

DICAMP's greatest potential

After the "14 January Revolution" in Tunisia, the political and social change will be accompanied by restructuring and an economic change. These changes will make innovation a key driver of economic growth and development, and national competitiveness. Tunisia has a great economic potential because it has the necessary skills and the willingness of knowledge.

This master programme, with a high standard of education and training, will form new leaders who can create an added value and manage innovation in Tunisian companies.

Innovation management is a challenge for the

Tunisian economy because without innovation we will never exist in global economy and global competition.

My professional interests in innovation management are about...

... master the processes and tools to manage innovation in business and create an added value to increase Tunisian companies

My project study and thesis will be about ...

Use innovation to grow business (web and IT, industry, finance,...)

After finishing DICAMP I would like to work in the field/area of ...

Web & IT

Students of 2012 - Individual Profiles

Name Emna
Surname Gassem
Nationality Tunisian and Filipino
Email emna.gassem@gmail.com



I attended the university of ...

National Institute of Agronomy of Tunisia (INAT) (from 2009 to 2012)
Engineering diploma of sea sciences (environment and marine resources)
Completion of a two years intensive course in biology and geology at the University of Science of Tunis

My practical experiences are ...

- March 2013: Intensive training: dealing with the use of ACCOBAMS (Agreement on the Conservation of Cetaceans in the Black Sea Mediterranean Sea and Contiguous Atlantic Area) as a tool for the conservation of marine biodiversity in the Mediterranean and Black Seas. Tunis-Tunisia
- February - June 2012: Final year engineering project in a consultancy office-Tunisia Subject: Oil spill modeling for assessing environmental impacts in the Gulf of Hammamet in Tunisia
- August 2011 : Internship in a consultancy office-Tunisia Subject: Environmental monitoring and assessment of the impact of dredged materials disposal sites in two commercial harbors in Tunisia and hydrodynamic survey nearby a pipeline localized in the Gulf

of Gabes (Tunisia)

- August 2010: Internship in a consultancy office-Tunisia Subject: Data processing of a current meter (ADCP) and a multi-parameter probe installed nearby a sewer system of the National Sanitation Utility (ONAS)
- December 2009: Internship in the National Institute of Marine Sciences and Technologies (INSTM)-Tunisia Subject: Extraction procedure of Agar-agar from Red Algae

My qualifications are ...

Information Technology:
*Microsoft Office (Word, Power Point, Excel)
*Basic knowledge in programming (Turbo-Pascal, Maple, Visual Basic)
*Modelling software (MEDSLIK, ECOPATH, ECOSIM)
*Cartography software: Arc GIS, ENVI, IDRISI.
Languages:
Arabic (native language), French (fluent), English (fluent) and Spanish (bilingual)

Hobbies:

*Reading
*Judo (orange belt - 4th kyu grade), Swimming and Hiking in groups

DICAMP's greatest potential is ...

... the interaction between students with diffe-

rent educational backgrounds and all the project partners. In fact, sharing the knowledge and the prior experience of the European countries in the field of managing innovation and adapting them to the Tunisian context seems to be crucial.

My professional interests in innovation management are about ...

... acquiring additional skills that complete my scientific background. By connecting people from different fields, ideas and resources, this programme seems to be a "passport" to success in the professional world and might allow me to launch my own project in the coming years.

My project study and thesis will be about ...

... managing innovation for sustainability in an European developed country and then how to assess and reinforce the linkages between innovative capability and sustainable economic growth in a developing country such as Tunisia.

After finishing DICAMP I would like to ...

... build my professional experience by having an entry-level engineering job in an environmental organization

Students of 2012 – Individual Profiles

Name Emna
Surname Ben Said
Nationality Tunisian
Email emna.bs87@gmail.com



I attended the university of ...

... ISG (Institut Supérieur de Gestion de Tunis) and I have obtained a Diploma in computer science applied to management

My practical experiences are ...

Since June 2010 I am working at HR Access Solutions as a Technical Customer Support Engineer

My qualifications are ...

IT:
Office: Microsoft Office (Word, Excel, PowerPoint...).

Programming languages: Pascal, Cobol, Unix, C, Java, UML, Html, CSS, PHP, MySQL.

Tools Outils Hr access : putty, fillezilla, HRD Studio, Design Center, Lotus Notes

Languages :
Arabic, French, English, Spanish

Hobbies :
Tennis, Footing, Reading

DICAMP's greatest potential

This master degree can help young Tunisian graduates to find new ideas and create their own companies which is important to decrease and avoid joblessness.

My professional interests in innovation management are about ...

... learning a new thematic which is not highlighted in Tunisia. This master provided me the opportunity to learn more about innovation, how to manage innovation and especially how to establish strategic innovation management in firms.

My project study will be about ...

...evaluating and performance measurement of management of innovation in companies

After finishing DICAMP ...

... I would like to continue my research on innovation management and especially on how we can effectively manage innovation in Tunisian organization. Also I would like to create and lead innovative projects in the company where I work.

Students of 2012 – Individual Profiles

Name Ghada
Surname Chater
Nationality Tunisia
Email ghada.chater@yahoo.fr



I attended the university of ...

High school of Economic and Commercial Sciences of Tunis and I obtained :

- A License degree specialized in management
- A Professional Master degree on e-management

My practical experiences are ...

- Banking internship (National banks like BIAT, STB...)
- Special mission with mobile manager, EU (Belgium)
- Final project studies on the NGO Enda inter-arabe for micro credits
- Currently working as project manager at MIB (Slama's Group)

My qualifications are ...

- New technology and communication
- Social/economic areas especially the micro-finance sector (micro-credits)
- Languages: French, Arab, English and Greek
- Hobbies: travelling, cooking and reading novels

DICAMP's greatest potential

- To contribute to the modernization of study programmes curricula in Tunisian university
- Developing a cross-university master programme in innovation management that is adapted to the cultural and economic requirements of Tunisia

My professional interests in innovation management are about ...

- To understand what is innovation and how to manage it within a company
- To learn the capabilities to make innovation happen
- To turn ideas into social/ commercial added value
- To discover new work methods and to know how to apply them on the work place

My project study and thesis will be about ...

- innovation business models in Tunisia

After finishing DICAMP I would like to work in the field/area of ...

- Retail activity (mobile, IT...) or launch my own micro finance NGO

Students of 2012 - Individual Profiles

Name Henda
Surname Fellah
Nationality Tunisian
Email emna.bs87@gmail.com



I attended the university of ...

- Faculty of sciences of Tunis (Engineer in Analytical Chemistry) (2009- 2012)
- Preparatory Institute for Engineering Studies (Physics- Chemistry)(2007- 2009)

My practical experiences are ...

... training courses in different companies (Pharmaceutical industries)

My qualifications are ...

IT:
Office Pack, social networks
Languages:
Arabic, French, English
Hobbies:

- Reading books, manual works, photography, sports (volley-ball), internet
- Active member at Youth Liberty Association (charitable association)
- Active member at I WATCH Tunisia (Watchdog Organisation)
- Member of the Young Chemists Club (CJC) in Faculty of Sciences of Tunis
- Diverse activities in the civil society (workshops, seminars, conferences, etc.)

DICAMP's greatest potential

As I've noticed in a competitive situation, the key to succeed with a project is to be innovative. Innovation management is important for Tunisia and its economy because we're living in a transitional period full of challenges which requires high expectations and increased potentials. Innovating is one of the solutions that our country should focus on to build its status in this competitive era and enhance our economic situation at all levels. So, it will be very helpful to be a part of the process of managing innovative projects. It will enhance the quality and the effectiveness of products and services.

My professional interests in innovation management are about...

It's an interesting programme that can offer the opportunity to be more involved in the professional sector. As an engineer, I should be polyvalent and capable of managing any project of innovation.

My project study and thesis will be about ...

My project thesis is not determined yet

After finishing DICAMP I would like to work in the field/area of ...

I intend to manage some projects for some existing companies in the field of chemical industries. And maybe also in other fields where my skills and competences will be required.

Students of 2012 - Individual Profiles

Name Beljid
Surname Imen
Nationality Tunisian
Email beljid.imen@gmail.com



I attended the university of ...

Higher Institute of Management in Tunis (ISG)

My practical experiences are ...

Marketing in both BtoB and BtoC, communication, crisis communication, managing new launches, market studies, public and press relations, journalism...

My qualifications are ...

Arabic, English and French (speaking and writing), Internet, computer applications and programmes, Communication Techniques
I like participating in debates, working in groups...

DICAMP's greatest potential

... to sensitize companies about the importance of innovation in order to survive in a competitive and uncertain economic environment. I think that DICAMP can be very useful for Tunisia in addition to public and private institutions efforts, to structure innovation beyond the revolution with a new economic and social challenges and context. Innovation management is the key driver of sustainable growth and competitiveness.

My professional interests in innovation management are about...

I chose to practice marketing after obtaining my bachelor degree in this specialty. But, after 6 years of professional experience, I realized the importance of innovation management to succeed with what we expect to do in reality. Innovation becomes a must in our current market. Having the best idea isn't enough to lead what you do, a whole process has to be established to make it happen and succeed.

My project study and thesis will be about ...

... it is not defined yet.

After finishing DICAMP...

.... I want to combine my first specialization in "Marketing" with "Innovation Management" to be a specialist in "Marketing Innovation" in order to assist new products and projects and drive them to success.

Students of 2012 - Individual Profiles

Name Mahmoud
Surname Benjeddou
Nationality Tunisian
Email benjeddou.mahmoud@gmail.com



I attended the university of ...

Graduate School of Science and Technology of Tunis (ESSTT, Tunis): 2007-2010
• Bachelor's degree in Computer Sciences Higher Institute of Management of Tunis (ISG, Tunis): 2010-2012
• Master degree in Business Intelligence

My practical experiences are ...

Summer Internship at the Tunisian Company of Electricity and Gas (STEG, Tunis): Human Resource Management, July 2009

Internship Graduation: Design and implementation of an E-learning web site for distance education (used technologies: PHP, MySQL, Ajax), February 2010 - May 2010

Hackathon contest: 3rd prize for developing a social platform providing citizenship data as a service; deployment of real-time map of public services offices in Tunisia in order to display, track and recognize the occurring shortcomings (used technologies: Twitter Streaming API, Google Maps, JavaScript, PHP, MySQL), December 2012

My qualifications are ...

Skills:
• Business intelligence techniques: Modeling ETL and Data Warehouse, OLAP-process, Reporting, Data Mining activities, Machine Learning, Data Visualization...
• Knowledge on integrated information systems (ERP and CRM)
• Agile Methods for project management (eXtreme Programming, SCRUM...)
• Abilities to strengthen competitiveness and value chain using innovation management processes (Stage-Gate Model, Tidd and Bessant process model of innovation)
• Emotions Analysis in social networks, Profile / opinion mining, Predictive Modeling
Other:
• Languages: Technical English (good knowledge), Fluent French, Arabic (mother tongue)
• Hobbies & Readings: psychology, sociology and modern theater
• Sports: Taekwondo

DICAMP's greatest potential ...

• unleash the potential of innovation services to realize a better social development

• formation of a new style of youth leadership for a better labor market with the aim of reshaping society and bringing growth to economy
• helping Tunisian civil society to address many challenges (get out of poverty, unemployment, political disturbance)

My professional interests in innovation management are about...

developing agile spirits and flexible brains to overcome any disturbing situation we are facing, learning how to trust our different manner as well as how to move with a big belief, making relevant connections, being inclusive, strengthening aspects of entrepreneurship

My project study and thesis will be about ...

Social Innovation (Jugaad and/or Open innovation)

After finishing DICAMP I would like to work in the field/area of ...
Innovation in business intelligence and data sciences

Students of 2012 - Individual Profiles

Name Mahmoud
Surname Nacef
Nationality Tunisian
Email Mahmoud.nacef@gmail.com



I attended the university of ...

Telecommunication engineering

My practical experiences are ...

I absolved three main internships in the field of telecommunication:
• Four weeks: Deployment of machines and configuration of Cisco equipments.
• Six weeks: Development of the functional and technical architecture of mobile services.
• Six months (end studies project): Design and development of system monitoring and control center (facility equipments).

My qualifications are ...

Network and Telecommunication
• Wireless network: GSM, GPRS, EDGE, UMTS, LTE, WiFi, PSTN.
• Optoelectronic: simulation over Optisystem
• Voice over IP: SIP, H323
Software tools
• Environments: UNIX, Linux, Windows
• Simulation software: Packet tracer, Matlab, ADS
• Development: C, C++, java, assembly, Real-

time language (like as DSP, VHDL)
• Databases: MySQL
Other computer tools
• Electronic: ISIS, Circuit Maker
• Project management: Ms Project
• Conception: HFSS.
• Architecture design: Microsoft Office Visio

DICAMP's greatest potential

It allows me to have a manager profile. It offers me the possibility to become a successful leader. Also, Tunisian companies need innovative leaders on the market to survive.

My professional interests in innovation management are about...

Nowadays, innovation is very important and useful. Without innovation, we can't survive in the professional world. Also, innovation creates job opportunities and my country needs that.

My project study and thesis will be about ...

Telecommunication field
Green energy

After finishing DICAMP I would like to work in the field/area of ...

I will open my own company of consulting.

Students of 2012 – Individual Profiles

Name Mohamed Borhen
Surname Triki
Nationality Tunisian
Email triki@gmail.com



I attended the university of ...

Ecole Nationale d'Ingénieurs de Tunis (ENIT): I'm a computer programmer, I have my master degree in e-commerce science at IHEC Carthage.

My practical experiences are ...

I am an expert in consulting. I have three years experience in the field of electronic commerce and a two-year experience in the field of tourism because I worked as being a business web manager in many travel agency and many hotels in Tunisia. On the other hand, I have knowledge of aircraft construction which is one of my hobbies.

My qualifications are ...

I am a computer programmer so I practice several programming languages and I manipulate any computer tools. Regarding my hobbies, I have directions to the field of aircraft construction, also I like to travel, to discover other countries and other cultures. Languages that I speak are: Arabic, English, French, Deutsch „just a little bit“.

DICAMP's greatest potential

I think this programme will give several advantages and opportunities for our country because it contains more information and many ideas that allow us as being the professional to see things in a different way. This programme gives us the possibility to develop our ideas and to innovate in the best way.

My professional interests in innovation management are about...

...the new strategies of innovation, new technology to innovate, the different concepts and phenomena that are applied to innovate.

My project study and thesis will be about ...

I don't have a clear idea yet.

After finishing DICAMP I would like to work in the field/area of...

I want to work in the field of consulting, IT, 'programming' or to create web applications in the field of tourism since more computerization is needed here and innovation can be applied better. I am in the process of creating my own enterprise in this sector.

Students of 2012 – Individual Profiles

Name Meriem
Surname Ben Hadj Ali
Nationality Tunisian
Email benhadjali_meriem@yahoo.fr



I attended the university of ...

École Sup. des Sciences Economiques et Commerciales de Tunis (ESSEC): Master degree in E-Management and a license degree in Computing Management.

My practical experiences are ...

I am currently working as a designer and web developer.

My qualifications are ...

During my studies I was able to acquire knowledge in computer programming as well as managerial skills.

DICAMP's greatest potential

... sharing experience between Europe and Tunisian comities and also between us (as students with different profiles).

My professional interests in innovation management are about...

How can we transform our new idea and concepts into real projects?

My project study and thesis will be about ...

Green computing

After finishing DICAMP I would like to work in the field/area of ...

IT consulting

Students of 2012 – Individual Profiles

Name Mohamed Khalil
Surname Akakzia
Nationality Tunisian
Email Khalil.akakzia@gmail.com



I attended the university of ...

ENIT: Ecole Nationale d'Ingeneurs de Tunis

My practical experiences are ...

- January 2012 – June 2012
Nokia Siemens Networks
Project: Care support for BSS Nokia equipments
- January 2011 – December 2011
Nokia Siemens Networks
Project: SWAP and new deployment of Flexi BSC and BTS Multi Radio
- May 2011 – November 2011
Nokia Siemens Networks
Project: SWAP of Siemens BSC to GEMINI Customer: TUNISIANA
- May 2008 – April 2009
OMEGA International
Project: Deployment of new BTSs and BSCs for TUNISIANA account

My qualifications are ...

Programming languages: C/C++, Java, Basic, Phytion
WEB Conception: HTML, PHP
Software: SoundForge, Matlab, Maple, LATEX,

Eagle

Databases: MySQL, langage SQL
Operating Systems: Linux, Windows
Networks: TCP/IP, Architecture OSI, SNMP, modèle Client/serveur, Qualité de Service
Protocol: POP, SMTP, RTP/RTCP
VoIP-ToIP: H.323, MGCP, SIP, SCCP
Security: VPN, Firewall
CISCO: Certification: CCNA 1-4.

DICAMP's greatest potential

Tunisia is a country in a developing process. There are a lot of areas, especially after the last revolution, which emerge and require extensive work in order to use them best. The service sector in Tunisia, which has the largest market share, has no true change on it. This is where innovation management is very important.

My professional interests in innovation management are about...

I have chosen Innovation Management master because I think that the next challenge of the 21st century will be the way we are managing our organizations and how we are making them special. Innovation Management is about

improving processes, improving products and services and bringing new radical and positive changes. This programme will help me to add theoretical and practical knowledge to my already existing background and will make a part of a worldwide network for managing innovation.

After finishing DICAMP I would like to work in the field/area of ...

After graduation, I intend to invest my knowledge in IT and telecommunication fields. Through my work experience and my knowledge of this industry, I can create a business that will bring an added value to services especially for multinational companies.

Students of 2012 – Individual Profiles

Name Montacer
Surname Belhadj
Nationality Tunisian
Email belhadjmontacer@hotmail.com



I attended the university of ...

belhadjmontacer@hotmail.com

My practical experiences are ...

Assistant contract (teaching accountancy/entrepreneurship)
Consulting and training

My qualifications are ...

Courses Taught
2009 – Present: Introduction to Financial Accounting / Corporate culture, Higher Institute for Applied Studies in humanity of Tunis
2009: Corporate culture, School of Science and Technology of Health Tunis

Academic Article and its presentation

- Financial performance, environmental performance and environmental disclosure: The case of Tunisian firms, with Salma Damak-Ayadi; Afro-Asian J. Finance and Accounting, Vol. 2, No. 3, 2011

This paper was presented at:

- Phd workshop of the LIGUE (ISCAE of Tunis), November 2010
- 9th International Conference of the Tunisian

Association of Management Sciences, Hammamet, Tunis, (11-12-13 march 2010)

- Early Career Academics Research Development Program, In conjunction with EAA congress, Istanbul, Turkey (May 16-17-18, 2010)
- Accepted at the 31st Conference of the Francophone Association of accounting, Nice, France (10-11-12 May 2010)

DICAMP's greatest potential

DICAMP will allow me to improve my knowledge and exceed traditional teaching techniques and traditional work through the development of innovation potential. In addition, working with cross-functional teams (managers, engineers) will allow us to pool our skills to create new ideas and exploit existing opportunities. Finally, the presence of well-known professors and experts in innovation is a real chance to benefit from their experiences.

My professional interests in innovation management are about...

Now, it is proven through research and practice that intangible capital is the source of value creation for companies. In fact, they need to be

innovative in order to compete on the market. The control of the innovation management will allow us to be an expert in the field and provide our support and consulting to companies.

My project study and thesis will be about ...

It is not defined yet. My research area is environmental accounting.

After finishing DICAMP I would like to ...

... use this project in research trying to work and to show the impact of innovation management on the performance of companies in order to encourage them to invest in innovation. In addition, I intend to open my own company to provide consulting and training for businesses in the areas of management, especially the management of innovation.

Students of 2012 – Individual Profiles

Name Noor
Surname Ben Mougou
Nationality Tunisian
Email noor.mougou@gmail.com



I attended the university of ...

Engineering School of Statistic and Data Analysis (ESSAI)

My practical experiences are ...

- Apprentice engineer (Graduation project for obtaining the national diploma of statistic and data analysis) at Creativ Ceutical : Key drivers influencing Health Technology Assessment (HTA) decision-making (SAS).
- Engineer internship at INBOX : Creating a predictive model to calculate the probability of making at least one recharge during the next seven days (SAS)
- Intern at TRANSTU: Analysis of the sales evolution of school's subscriptions (SPSS)

My qualifications are ...

- IT : ORACLE , R , SPSS , SAS, Power AMC, Ms Office , PHP/My SQL
- Languages: Arab , French , English
- Hobbies : Dance (SALSA) , painting

DICAMP's greatest potential

...the implementation of the various devices to educate employees on the importance of innovation and encourage them to express their ideas as well as to share observations on the behavior of customers, suppliers or competitors.

My professional interests in innovation management are about ...

... driving the process of innovation, mastering the overall complexity of innovation and having a great capacity for coordination and communication.

My project study will be about

“creative data mining and learning algorithms” at Mines ParisTech.

After finishing DICAMP I would like to ...

... work in the field of statistic.

Students of 2012 – Individual Profiles

Name Rania
Surname Namouchi
Nationality Tunisian
Email ranianamouchi@yahoo.fr



I attended the university of ...

National Engineers' School of Monastir – TUNISIA (ENIM)

My practical experiences are ...

... could be summarized in two internships and a graduation project that also included hands-on practice: The first, as an operator in a textile dying manufacturing company (Fino). The second, as a technician in a leading knitting company (Tunicotex) where I also conducted my graduation project: Data base development for a management software (MES: Manufacturing Execution System).

My qualifications are ...

- Engineer's Diploma (Major: Textile)
- IT: Advanced knowledge in Microsoft Office tool.
- Languages: Arabic as mother tongue. French & English: Advanced level spoken and written.
- Hobbies: classical music, cinema ...

DICAMP's greatest potential

... that it helps to develop study programmes and curricula focused on modernization and innovation. The potential of the programme is increased by at least three aspects: partner institutions/ mixed teaching teams/ responsiveness to major needs, such as knowledge transfer and sharing. This potential can, eventually, lead to an international accreditation of the master programme.

My professional interests in innovation management are ...

... related to the following areas: developing skills in conducting innovation projects, building leadership capacity, improving mastery over the English language, enhancing communicative abilities.

After finishing DICAMP...

...I would like to work for a company operating in advanced technologies manufacturing.

Students of 2012 - Individual Profiles

Name Ben Amor
Surname Sahbi
Nationality Tunisian
Email sahib.ben.amor@gmail.com



I attended the university of ...

INSAT Tunis (National Institute for Applied Sciences and Technology) (Engineer)

My practical experiences are ...

- 3 years in Draexlmäier Gruppe as project manager
 - 2 years in ISET Mahdia (Higher Institute of Technological Studies of Mahdia) as vacataire teacher (Subjects: analysis and prevention of industrial risks / quality management)
 - Since the last 18 months, I work as a freelance engineer for many companies (Helios Stratégia, Tunisian Smart technology, Karoui & Karoui Outdoor)
 - Kaizen & Quality Trainer
- Professional Training on:
- Quality Management Systems (QMS) Auditor/Lead Auditor (with TÜV Rheinland)
 - Optimizing work stations, ergonomics, the trial of the pace, the timing system, elimination of waste and the development of catalogs of time (with REFA and Porsche Consulting)

My qualifications are ...

- IT
programming languages C, C++
Databases: Access, Excel
Software: ERP (SAP), MS Offices,
Networks: GSM, Intranet
Design: Catia, Autocad
- Languages:
English: Good
French: excellent
Arabic: excellent
German: medium level
Italian: Good
- Hobbies:
Hand ball player in many Tunisian clubs
Cinema
Music

DICAMP's greatest potential

- To acquire new knowledge in different areas
- A significant improvement in all areas
- To get European and global experiences
- echnology transfer
- To open the horizon towards new opportunities
- To receive a better adaption and preparation

for change and innovation

- To compete in world markets
- Preparing the ground for investments in Tunisia

My professional interests in innovation management are about...

To acquire the required knowledge to fulfill my own project and improve my skills with this wonderful experience.

My project study and thesis will be about one of this 3 Topics

- 1 - renewable energy
- 2 - Advertising: outdoor advertising (lenticular imagery, digital and interactive advertising) and the impact of advertising on sales and marketing
- 3 - Consulting in innovation management & quality

Students of 2012 - Individual Profiles

Name Slim
Surname Sayadi
Nationality Tunisian
Email slim.sayadi19@gmail.com



I attended the university of ...

Management Institute of Tunis where I obtained a university degree in international trade. In addition, I hold a Master's degree in entrepreneurship from the Institute of Advanced Business Studies of Carthage.

My practical experiences are ...

Internships:

- Trade office of Tunisia (OCT)
 - Packaging technical center (Packtec)
 - GIZ (cooperation between Tunisia and Germany)
- Work experience:
- Guitar player
 - Sales agent in the Olive Oil field (international prospecting)

My qualifications are ...

Entrepreneurship (Business Planning, Business creation)
Sales (negotiation, international trade ...).

My hobbies are:

I like scuba diving, reading and playing guitar.

DICAMP's greatest potential

...the fact that it is an opportunity to know more about innovation and to have potential experts in this field. There are a lot of things to do within this field in our country.

My professional interests in innovation management are ...

... about knowing how to generate innovative ideas and how to concretize them.

My project study and thesis will be about ...

Innovation management in the realm of energy. It can also be related to packaging or marketing management. It will depend on the evolution of my business visions and the opportunities I will have.

After finishing DICAMP I would like to ...

... work in the field of international trade or in the energy industry. I can also work as a business planner or in a field related to innovation management.

Students of 2012 – Individual Profiles

Name Yassine
Surname Ayari
Nationality Tunisian
Email ayariyassine87@gmail.com



I attended the university of ...

Higher Institute of Management in Tunis in 2006 and I obtained my Bachelor degree in computer science applied to management in 2010.

I finished my academic curriculum with a Master degree in Total Quality Management in 2012

My practical experiences are ...

- February 2010 - May 2010 Graduation training: Project report entitled: "Design and Develop a Business Intelligence application with QlikView tools"
- January 2011 - August 2011 (sales engineer) at AISA aero
- From September 2011 until now: development release manager at HR access solutions: Fidelity Worldwide Investments Group

My qualifications are ...

- IT Qualifications:
- Data Base: SQL, PL/SQL, Oracle, Access.
 - Programming languages: C, Visual Basic, Java, COBOL.
 - Web development: PHP, HTML, CSS.
 - OS: Linux, Windows.

- MSOffice: Word, Excel, PowerPoint, Access, Visio
- Software Design: UML, Merise.
- Business Intelligence: QlikView.
- Tools: SVN, Outlook, JIRA, Lotus Notes.
- Agile and Scrum Method.

Languages:

- English :Good level
- French: Excellent level in written and spoken
- Spanish: basic knowledge
- Arabic: mother tongue

Hobbies:

Watching movies, listening to music, playing sports

DICAMP's greatest potential

... the content of the modules followed to the students. The diversity of the academic background of the DICAMP students.

My professional interests in innovation management are about ...

... making research and creating new models to improve quality process on IT companies.

My project study and thesis will be about ... the development of business model scenarios for the export of services.

After finishing DICAMP I would like to

... work as a quality manager or innovation consultant in a multinational environment.

Students of 2012 – Individual Profiles

Name Selmi
Surname Yosra
Nationality Tunisian
Email yosra.selmi88@gmail.com



I attended the university of ...

National Engineering School of Monastir after completing two years at El Manar Preparatory Institute for Engineering Studies.

My practical experiences are ...

- March-June 2012: Project of the end of my study in the CNIM. Toulon-France.
- Subject: Essays of performance and optimization of a solar prototype Fresnel with Direct generation of vapor
- August 2011: Internship at the CNIM, Toulon-France
- July 2011: Internship at the engineering consulting firm, Tunis-Tunisia
- July 2011: Internship at the National Agency of energy control. ANME, Tunis-Tunisia
- July 2010: Internship at the company of milk

My qualifications are ...

- IT: window2000/Xp, Microsoft Office (Word, Power Point, Excel), Basic knowledge in programming (Turbo-Pascal, C), software of energetic tools, AutoCAD 2D
- Languages: Arabic, French, English, Spanish and I learn German

- Hobbies: reading, sports and theater
- Association: event coordinator of TSC (Tunisian Scientific Consortium) and member of environmental association: AAO (Association Amis des Oiseaux)

DICAMP's greatest potential is

...that it is the first project in our country to offer such an international professional master in innovation management. Besides it is an opportunity to study with new methods and it can be very beneficial to the Tunisian educational and economic system. In fact, this programme allows to us to be open to the international market as well as to be eager to take on any challenge presented by the real world either at the university or in professional career.

My professional interests in innovation management are about...

My professional interests in innovation management are about believing that it will be the key of success for most Tunisian companies. In addition it's really important to build comprehensive skills in innovation management to complement my scientific background. Also

due to innovation management we can improve our skills and discover new ways and ideas to create, to change to innovate and to make them applicable within the Tunisian industry. Therefore it will promote a well working environment and will lead to an economic growth for Tunisia.

My project study and thesis will be about ...

... renewable energy and consumer behavior. I would also implement or ameliorate management innovation department in Tunisian industries.

After finishing DICAMP I would like to

... have professional experience all over the world to discover different management styles' and to learn about the newest technologies. Besides I would like to improve this experience, the best way is to develop my own career in Tunisia in a few years.

Students of 2012 – Individual Profiles

Name Ouerghi
Surname Zied
Nationality Tunisian
Email ouerghi.zied@gmail.com



I attended the university of ...

Institut des Hautes Etudes Commerciales Carthage (IHEC) Carthage in 2011

My practical experiences are ...

Currently : General manager of CAF Consulting (Software development and IT consulting)
2010 : Project manager at RIM International (Canadian Software Development Company)
2009: Software Developer consultant.
2006 - 2008 – internship at Tunisiana – ANCE – STB and other big national companies

My qualifications are ...

- Senior PHP developer
- High managerial skills
- Computing science
- Interesting to research
- Like football, music and cooking

DICAMP's greatest potential

That after graduation we will have 30 experts in innovation in Tunisia. So we can apply some of our ideas and that will have an extremely good impact on Tunisian socio-economic development.

My professional interests in innovation management are about...

I start to apply some of the theoretic concepts of innovation management in my company and I see the change. Learning from the best professors of innovation management in the world provides new skills to me and helps growing my own startup and in the future hopefully also the Tunisian economy on big scale.

My project study and thesis will be about ...

I would like to work on the impact of modern medicine on management science especially on methodology of research. I can work with 2 students in my group for the summer internship session and the final master thesis. I would like to work on real project of e-learning.

After finishing DICAMP I would like to ...

... work in the area of research. I would like to integrate a research unit working on the relationship between the neuroscience and management science e.g. neuro marketing.

Students of 2012 – Individual Profiles

Name Zina
Surname Selmani
Nationality Tunisian
Email zina_selmani@hotmail.com



I attended the university of ...

2007-2010: Higher Institute of Food Industries – Ecole Supérieure des Industries Alimentaires de Tunis (ESIAT-Tunis): Food Industries Engineer
2005-2007: Preparatory Institute for Engineering Studies El Manar – Institut Préparatoire aux Etudes d'Ingénieurs El Manar (IPEIEM): Mathematics-Physics preparatory class
2005: Makthar High School: Mathematics baccalaureate

My practical experiences are ...

February to June 2010: Tunisian semolina company – Compagnie Tunisienne de Semoulerie (COTUSEM): Graduation project named „study of the effect of damaged starch on the physicochemical properties of flour extracted from various passages of milling wheat“
September 2009: Tunis refrigeration and brewing company – Société Frigorifique et Brasserie de Tunisie (SFBT): Brewery training
July 2009: Tunis big mills – Les Grands Moulins de Tunis (GMT): Food industries summer training

December 2008: Saidaine oil mill – Huilerie Moderne Saidaine, Fouchana: Fat internship
July 2008: Milk and Derivates Company – Société Lait et Dérivés (SLD Oued Ellil): observation training

My qualifications are ...

Languages skills
Arabic: Mother tongue
French: Good skills both written and oral
English: Good skills both written and oral
German: Good skills both written and oral
Computer skills :
Programming: Language C, Turbo Pascal, Matlab and Maple
Good knowledge of Word, Excel, PowerPoint, and Access
Daily use of internet
Email Management
Personal interests and hobbies :
Drawing: Creation of a personal blog to publish my drawing:
<http://dessinzina.over-blog.com/>
facebook page: <https://www.facebook.com/pages/Dessin-Zina/210593932360325>
Reading, poetry, music (piano) and travelling

DICAMP's greatest potential

... to implement the concept of innovation in Tunisia.

My professional interests in innovation management are

... about the social innovation such as health care and welfare.

My project study will be about ...

...the export of educational services: Exploration of individual cultural differences between Germany and Tunisia and how they can be overcome My thesis will be about social innovation.

After finishing DICAMP...

I would like to work in the field/area of management innovation in food industries or cosmetic industries or an advertising company.

Contact Us!



Prof. Dr. John Bessant
Academic Director DICAMP Europe
University of Exeter Business School
Xfi Centre, Rennes Drive, Exeter UK
EX4 4ST
Phone: + 44 1392 723 233
Fax: + 44 1392 722 525
j.bessant@exeter.ac.uk



Dr. Anna Trifilova
Executive Director DICAMP Europe
University of Leipzig
Grimmaische Straße 12, 04109 Leipzig
Phone: + 49 341 231 039 162
Fax: + 49 341 231 093 20 162
anna.trifilova@uni-leipzig.de



Prof. Ridha Ben Cheikh
Academic Director DICAMP Tunisia
Ecole Nationale d'Ingénieurs de Tunis
Université Tunis El Manar
BP 37, Le Belvédère 1002 Tunis
Phone: + 216 71 874 700 ext. 517
Fax: + 216 71 872 729
ridha.bencheikh@enit.rnu.tn



Anis Allagui
Executive Director DICAMP Tunisia
Ecole Nationale d'Ingénieurs de Tunis
Université Tunis El Manar
BP 37, Le Belvédère 1002 Tunis
Phone: + 216 71 871 092
Fax: + 216 71 872 729
Mobile: + 216 98 33 90 50
anis.allagui@enit.rnu.tn

Imprint

DICAMP | Master Programme Innovation Management
Dr. Anna Trifilova (University of Leipzig)

Grimmaische Straße 12
D-04109 Leipzig
Germany

Phone: (49) 0341 / 23 10 39 – 162
Fax: (49) 0341 / 23 10 39 -20 -162
info@dicamp.eu

Visit us at <http://dicamp.eu>

Follow us on Facebook: <https://www.facebook.com/dicamp.eu>

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INNOVATION MANAGEMENT
MASTER PROGRAMME

Students' Book

