



EGADE Business School
Tecnológico de Monterrey

Strategic Innovation & Entrepreneurship in LATAM

July 6-17, 2020
2 weeks - 2 cities:
Mexico City &
Guadalajara

Global accreditation
Triple Crown



AACSB
ACCREDITED



ASSOCIATION
AMBA
ACCREDITED



Get to know the innovative and entrepreneurial mindset that distinguish successful companies in emerging markets.

TOTAL INVESTMENT
2,900 USD

LANGUAGE
English

ACADEMIC CREDITS:
12 EGADE Units
= 3 US graduate credits
= 7,5 ECTS

DURATION
2 weeks

Includes: tuition, lodging in a shared room, breakfast & lunch, transportation during event & from Mexico City to Guadalajara

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Participant profile

This program has been designed for international graduate students interested in developing an innovative and entrepreneurial mindset by getting to know techniques, tools and strategies that allowed emerging markets companies to develop and expand successfully in global markets.

Overview

The Program provides a framework and guide based on Latin American successful companies, in order to create an entrepreneurial and innovative culture within organizations by the introduction and learning of new techniques and tools to identify and develop cutting edge products and/or services.

The first week is focused in getting to know the frame and strategies that allowed emerging markets companies to develop and expand successfully in international markets. The last

week you will be submerged in an innovative and entrepreneurial environment that will lead you to a pathway full of techniques, tools and key processes useful to make your ideas tangible and profitable.

Key benefits

Get to know emerging markets innovative and entrepreneurial environments from an economic, cultural and international perspective.

- Learn about the experience and mindset of local companies with international exposure.
- Development of innovation techniques to apply in organizations.
- Design thinking as tool for innovation.
- Identify opportunities by "framing the problem."
- Design of an strategy for innovation management.

How Latin American business groups performance has an effect in the internationalization of a Company

- Get to know your client by innovative techniques.

Activities

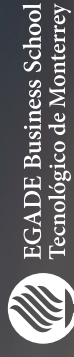
- Lectures & Workshops
- Company Visits and guest speakers
- Networking
- Cultural visits.

Participant benefits

- Stay ahead of the ever-changing world we are living in.
- Strengthen your leadership and entrepreneurial skills and strategic vision.
- Create change.
- Develop connections between colleagues.
- Share ideas with disruptive leaders, innovators, executives and entrepreneurs.

Agenda

Strategic Innovation & Entrepreneurship in LATAM



* Students should not make any arrangement (i.e. flight ticket, etc.) before receiving final confirmation of admission from EGADE

WEEK 1

SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			07:00	BREAKFAST AT THE HOTEL			

TRANSPORT TO EGADE

09:00-13:00

LECTURE
A Panoramic overview of Latin American markets

LECTURE
Digital Markets and the clients experience

LECTURE
Entrepreneurship in emerging markets

Closing

Arrival to Mexico City
Teotihuacán visit

13:00-14:00

WORKSHOP

CULTURAL VISIT

Company Visit

Guest Speaker

LUNCH

Bus departs to Guadajajara, Jalisco

15:00

THE NATIONAL MUSEUM OF ANTHROPOLOGY

18:00-21:00

MEZCAL TASTE

WEEK 2

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			REGISTRATION			

08:30-13:00

Key processes for innovation

The mindset of innovation focused in the client

Strategy design for innovation management Start up path

Perfect PITCH

Tequila Visit

13:00-14:30

Identifying Opportunities: "Framing the problem"

Company Visit

From the idea to the prototype "How to tangibilize solution ideas?"

Company Visit

Close up & Farewell Mexican Lunch

Departure