



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

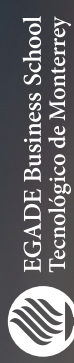
- Lectures & Workshops
- Company Visits and guest speakers
- Networking
- Cultural visits.

## 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

8:30

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

LUNCH

CULTURAL VISIT

Company Visit

Guest Speaker

Bus departs to Guadajalajara, Jalisco

15:00

THE NATIONAL MUSEUM OF ANTHROPOLOGY

18:00-21:00

MEZCAL TASTE

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

## WEEK 2

### REGISTRATION

08:00-8:30

Key processes for innovation

The mindset of innovation focused in the client

Lean startup

Strategy design for innovation management Start up path

Perfect PITCH

Tequila Visit

13:00-14:30

Identifying Opportunities: "Framing the problem"

Company Visit

LUNCH

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

Company Visit

Close up & Farewell Mexican Lunch

Departure