LEADERSHIP & CORPORATE ENTREPRENEURSHIP IN LATIN AMERICA
Sculptures, Mexico
MARCH 2-9, 2017

Overview

EGADE Business School
Technológico de Monterrey

This course focuses on the stages of the entrepreneurial process, from strategic planning to the development of concrete business ventures. It is oriented toward the business strategies required in the development of a specific Latin American market, with particular emphasis on the case in Sculptures, Mexico. Attendees will be coached in the qualitative and quantitative methodologies required to analyze the business environment, improving their decision-making processes, and promoting the acquisition of knowledge and skills necessary to lead and manage a new business venture.

Activities

- Cultural Visits
- Companies Visits
- Workshops
- Networking

Program Structure

- 30% Strategic Planning
- 20% Business Model
- 30% Consulting Projects
- 10% Ethical Leadership
- 10% Case Studies

Modules

1. Introduction to Entrepreneurship & Business Model
2. Business Model Validation & Consulting Projects
3. Entrepreneurial Leadership & Ethics
4. Business Model Implementation & Case Studies
5. Final Workshop & Project Presentation

For more information please contact:

EGADE Business School
www.egade.mx