

LEADERSHIP & CORPORATE ENTREPRENEURSHIP IN LATIN AMERICA

Guadalajara, México
GNW MIM - JUNE 2019

Overview

This course introduces the entrepreneurial and leadership mindset that distinguish successful Latin American companies. It introduces new techniques to identify and develop cutting-edge products and/or services within large organizations to create an entrepreneurial and leadership culture within organizations based on meritocracy. The course will make the students learn how to identify and validate problems, how to validate a product-market fit and a business model fit for new endeavors started by big Latin American companies.



Students will learn how to look for financing alternatives and to deal with organizational bureaucracy and resistance to change, as well as, to distinguish him or herself as a leader in their companies. With a series of techniques, the course will help students to unleash the entrepreneurial and leadership spirit of any organization. Building internal startup teams, testing, experimenting, failing and learning, the students will apply the new startup way (quoting Eric Ries) inside big corporations to transform them into Modern Companies and to get to know why they are successful in Latin America and how we can replicate this success in our own Companies.

Activities

Cultural Visits

Companies Visits

Workshops

Networking

PROGRAM STRUCTURE

30%

CO-CURRICULAR ACTIVITIES

Throughout the week students will participate in field trips, which include visits to Companies that leadership Latin American industries internationally, such as, Flextronics, Wizeline, Intel, and enjoy the talks and conferences of our guest speakers who are distinguished for being leaders in the Leadership & Entrepreneurship environment. Also, they will be delighted with our Networking events with entrepreneurial communities.

20%

COMPETENCIES AND SKILLS

Through the elaboration of a Project, workshops, team exercises and mentoring, students will strengthen skills related to leadership & entrepreneurship.

30%

CONCEPTUAL FOUNDATIONS

A third of the course is dedicated to explore the concepts of leadership and entrepreneurship in Latin America. Discussions with the professors that are specialists in the subjects and that they have experienced with local companies and entrepreneurs that have succeed with their projects will enhance the talks and presentations. Also, presentations by guest speakers and firms involved in regional and international entrepreneurship environment will enrich the experience during this week.

10%

LEARNING TEAM PROJECT

Students will prepare a problem-based learning project with the guidance of one of our Full time Professors in EGADE, delivering the final report and their conclusions the last day of the GNW.

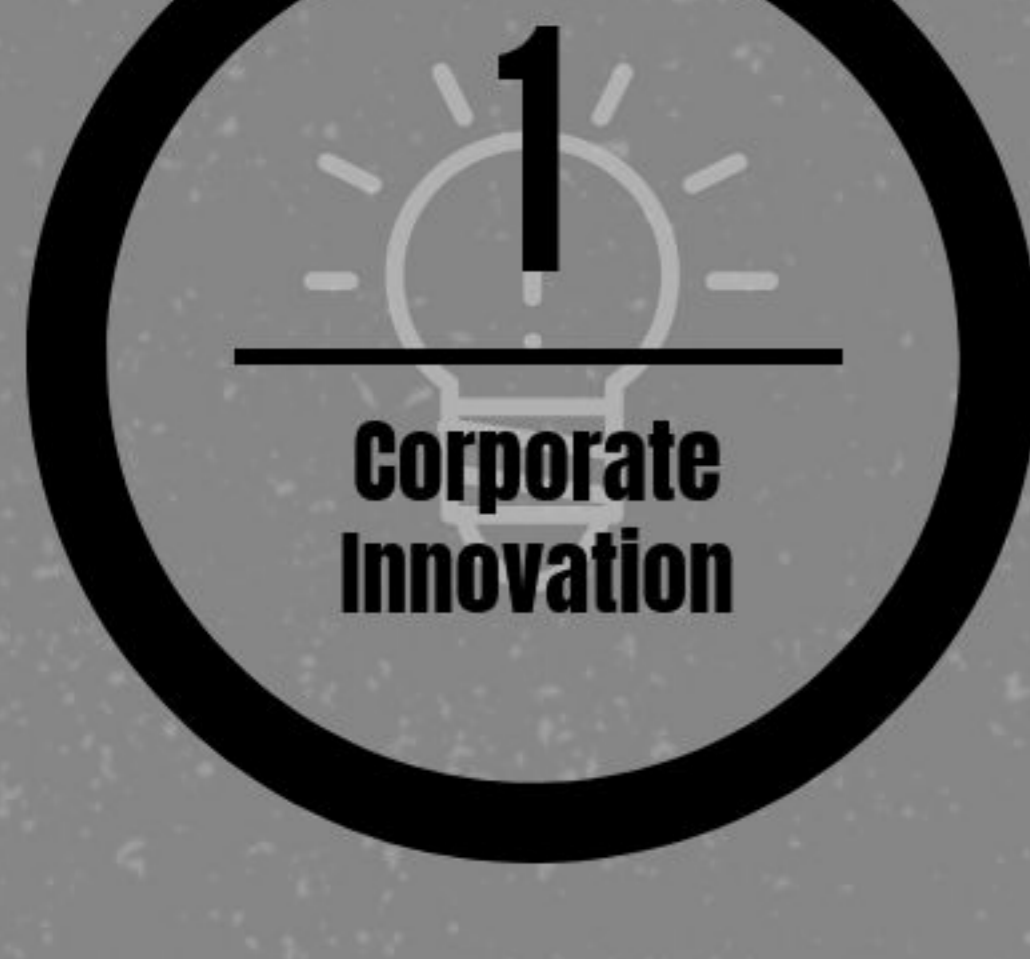
10%

CULTURAL VISITS

Students will get to know our wonderful city by going to our most popular cultural, & turistic sites; such as get to know our amazing historic center and visit the town of Tequila, cradle of our most representative drink worldwide.



MODULES



FACULTY



Ph.D. Fernando A. Moya-Dávila

Ph.D. Moya is an expert in entrepreneurship, innovation, venture capital, finance, investment projects, obtaining bank financing and risk appraisal, and valuation of startups. He has 25 years of experience in the academy and in consulting, development and implementation of financial strategies for funding start-ups of high impact and economic growth, and building strategic alliances with the community and various organizations in the world. He has also worked with companies as an advisor, as well as in the incorporation of its corporate governance bodies and capital budget policies.

As an entrepreneur, he has created three development centers: a business center featuring incubator, accelerator, club investors and company landing; a logistics center offering research services to the ports of Tampico and Altamira; and a plastics center which offers the petrochemical industry, plastic resins' research. He also founded the company Productos FB, dedicated to the production and marketing of organic coffee. He has collaborated in the Tecnológico de Monterrey as Program Director, Career Director, Director of Department and Director of international programs at Campus Tampico.



Ph.D. Luis Antonio Márquez

Dr. Márquez obtained the Fulbright scholarship for best government practices from the United States Department of State. Currently, Luis Antonio conducts a weekly radio program to promote entrepreneurship in Mexico called Escala 91.7 FM.

In the corporate sector, Luis Antonio Márquez Heine has served as General Director in Mexico of Bricapital, a private equity firm specialized in sectors such as real estate and hospitality. He has also been the General Director of the Mexican Association of Private Capital, promoting the development of the private capital industry in Mexico. He has also worked in the public sector as National Coordinator of Planning and Prospective, in the Presidency of the National Council for Culture and the Arts (2002-2003).

He is and has been a member of the board of directors of several companies, including Hoteles Mision, Serfimes, Exitus Nómina, Big Bang, GC Capital, among others. He also participates in investment boards for venture capital projects for Conacyt as a member of the Technology Innovation Fund Evaluation Committee (FIT). He has also been involved in five philanthropic projects that include the Camino a Casa Foundation and the Public Benefit Heritage Office.



Ph.D. Raúl F. Montalvo Corzo

Dr. Raúl Montalvo is the director of the Graduate School of Business Administration and Management. Before being appointed as director of the EGADE Business School, Guadalajara headquarters, Dr. Montalvo was a researcher and professor in the same area. He has also participated as a visiting professor in countries such as Peru, Colombia, Ecuador, England and the United States.

Among his research areas are: Applied Microeconomics, Industrial Organization, Marketing (theoretical and applied), Game Theory and Econometrics. Dr. Montalvo received his degree as Doctor of Economics from the University of Essex in England and his degree in Economics from the Center for Economic Research and Teaching (CIDE) in Mexico. He also has postgraduate studies in Geographical Economics and Generations Traslapadas at the Technological University of Lisbon, Portugal.

Dr. Montalvo has participated in consultancy and acceleration projects for companies inside and outside of Mexico. He has been a member of the Economic Analysis Committee of COPARMEX, Jalisco, of the American Chamber of Commerce of Guadalajara, and was a member of the Advisory Committee of the Secretary of Economic Promotion of Jalisco from 2007 to 2009. Since 2008 he is a member of the System Nacional de Investigadores (SIN) of CONACYT.



For more information please contact:

ANA MENDOZA
International Programs Coordinator

ana.lorena.mendoza@tec.mx

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