

GLOBAL NETWORK WEEK MIM

JUNE 2018

GUADALAJARA, MÉXICO

Innovation & Entrepreneurship in Emerging Markets

OVERVIEW

The Innovation & Entrepreneurship in Emerging Markets GNAM Program is a 5-day intensive course designed to strengthen the capacity of observation and active listening of individuals so they can identify, validate and develop opportunities with the available resource. These opportunities will generate social, environmental or economic value by creating & growing innovative solutions in order to develop a profitable entrepreneurship in emerging markets

TOPICS TO BE ADDRESSED

- Economic and social analysis of emerging markets
- Mexico: Emerging Market?
- Jalisco: Mexican Silicon Valley
- Economic and social impact of entrepreneurship and innovation
- Emerging markets and how to identify opportunities
- Development of Prototypes Focused on the Market and Potential Clients.
- The new challenges and opportunities in the face of technological changes: Industry 4.0, Big Data, disruptive technologies, among others.



30% Co-curricular activities:

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

20% Competencies and skills:

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

30% Conceptual foundations:

A third of the course is dedicated to explore the concepts of innovation and entrepreneurship in emerging markets. Discussions with the professors that are specialists in the subjects and that they have experience 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 innovation environment will enrich the experience during this week. As well, as a visit to the Innovation City which will allow the students to know why Jalisco is known as the Mexican Silicon Valley.

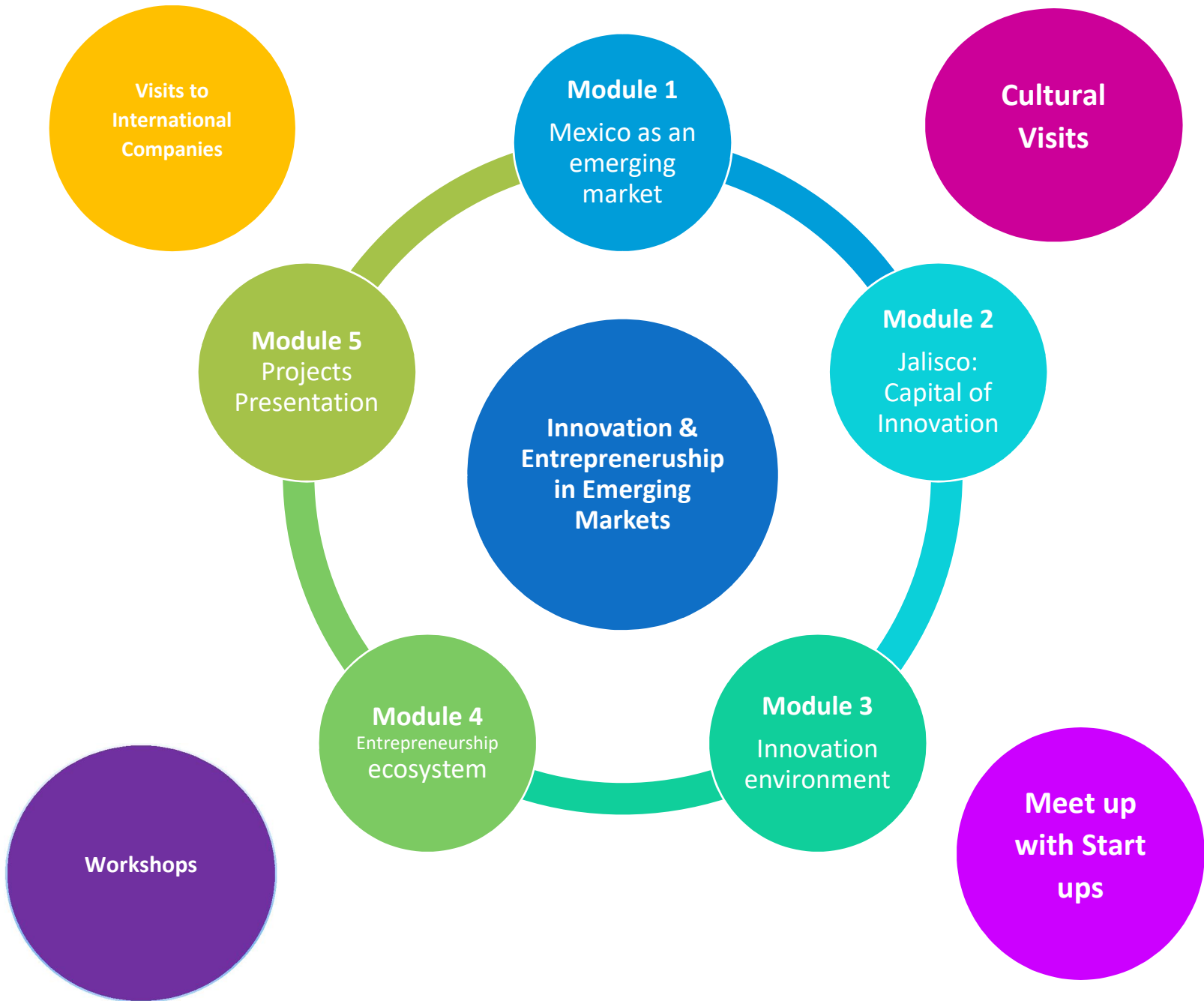
10% Project work:

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 & touristic sites; such as get to know how tequila is made, our amazing historic center and Tlaquepaque an UNESCO's world heritage town.

Modules & Activities



Agenda – Overall View

	MODULE 1: MÉXICO	MODULE 2: JALISCO	MODULE 3: INNOVATION	MODULE 4: ENTREPRENEURSHIP	MODULE 5: PROJECT PRESENTATION
09.00-10.00	Conference: Economic & social analysis of emerging markets	Visit to Innovation City: ¿Mexican Silicon Valley?	Conference: Innovation strategies	Conference: Entrepreneurship in emerging markets	Final Project Presentations
10.00-11.00					
11.00-12.00			Workshop: Design Thinking	Workshop: Business Model Innovation	
12.00-13.00		Visit to Wizeline and CEO talk:			Lunch closing event
13.00-14.00	Conference: Economic & Social Impact of entrepreneurship and innovation	Jalisco Capital of Innovation & Entrepreneurship	Visit to Intel: Industri 4.0, Big data, disruptive technologies	Project teamwork	Visit to Tequila: tour around agave fields, lunch with mariachi, and tequila tasting.
15.00-16.00					
16.00-17.00				Cocktail & meetup with start ups	
17.00-18.00	Workshop: Identify Oportunities	Visit to Flextronics: Nike Project	Dinner at World's Heritage Town: Tlaquepaque		

For more information please contact:

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