



# **GNAM GLOBAL NETWORK WEEK FOR MIM STUDENTS**

**EGADE Business School  
Guadalajara, México**

**June 11 – 15, 2018**

## **Syllabus**

# **INNOVATION & ENTREPRENEURSHIP IN EMERGING MARKETS**

**EGADE Guadalajara**  
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## Brief Description

### 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.

### Program structure

The Program will consist in a blend of classroom sessions, conferences by guest speakers, workshops and activities that will increase the sensibility of the students in the innovation and entrepreneurship environment; also, we will have visits to international Companies that are representative in the region and distinguished for being great examples of innovation. In addition, the students will have networking events as we visit our most representative tourist places and they will enjoy our festive Mexican traditions and delicious gastronomy.



## **30%** Co-curricular activities:

Throughout the week students will participate in field trips and enjoy the talks and conferences of our guest speakers who are distinguished for being leaders in the field. Also, they will be delighted with our Networking events taking place in symbolic tourist sites of our city.

## **30%** Competencies and skills:

Through assignments, 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.

## **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.



## Project work

As evaluation of this course, students will engage in a group problem-based learning project. One month before coming to Mexico, students will be assigned to a particular study group. With it, they will be provided with a framework & situation together with a set of questions to consider while they analyze and get conclusions and solutions, if applicable. They will be mentored by one of our full time professors, PhD. Mike Szymanski, who will be charge of leading the Project and provide the students the guidance to approach and deliver the final report and presentation. The final day of the program will be dedicated to student presentations and feedback.

## Faculty



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 Trasladas 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.



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