



EGADE Business School
Tecnológico de Monterrey

Digital Summer Program

Beyond the New Normal:

A new economic approach on innovation and digital transformation.



APPLY HERE

#1 in Mexico & LATAM



* Global accreditation



Time to strengthen your innovative mindset through the economic analysis of current markets and the application of new technologies.

STUDENT PROFILE

This program was designed for graduate students who look out for innovation in their countries through a broad

understanding of the current economic scenario and the use of cutting-edge technologies.

OPTION 1

- 3 modules: **1, 2 & 3***
- Academic Credits: **12 EGADE Units / 3 US credits / 7.5 ECTS**
- Total Investment: **1,720 USD**

OPTION 2

- 2 modules: **1 & 2***
- Academic Credits: **8 EGADE Units / 2 US credits / 5 ECTS**
- Total Investment: **1,152 USD**

This price includes tuition, lecture materials, digital classrooms for live and online sessions via Zoom and CANVAS, certificate of attendance, transcript of records.

DURATION

- **3 hours daily**
- **Live sessions from Monday to Friday**

*Modules description included in the brochure.
Price per participant (value added taxes included).

Overview

This program provides a framework to understand the context and environment of a market and/or country, as well as the trends and potential opportunities for that region.

Due to the current crisis scenario, most businesses have found themselves facing unexpected challenges; however, innovators have also identified new opportunities, along with the importance of developing strategic solutions through flexible and adaptable business models. In this program, participants will learn how to drive innovation and value creation in different contexts while analyzing alternative strategies that involve a new take on creativity, discipline, and management.

By the end of the program, participants will have a better understanding of the most disruptive technologies, such as Machine Learning, Artificial Intelligence (AI), Cloud Computing, Internet of Things (IoT), and Blockchain, which will help them transform their businesses or create new disruptive models.

What you will learn

MODULE 1

Strategic development under the New Normal: challenges and opportunities for the New Economic order and business in Latin America.

by PhD Raúl Montalvo

This module focuses on understanding the challenging and unprecedented conditions that emerging markets from Latin America are experiencing, while considering the current dynamics of business and its shift towards a new vision of business models and analyzing the opportunities and risks of an immediate future.



PhD Raúl Montalvo

Raúl Montalvo is the Director of EGADE Business School Guadalajara and professor of Economics, where his fields of research and teaching expertise cover a broad area of economics of the enterprise, an area in which he has taught at the Master's, Ph.D. and Executive Education programs.

Previously, he was an associate researcher at the Centro de Investigación y Docencia Económicas A.C. (CIDE), and has worked in the insurance sector.

Raúl Montalvo holds a Ph.D. in Economics from the University of Essex and a Master's in Economics from the CIDE.

MODULE 2

The Innovation Eye in a New World Landscape.

by MPA Luis Márquez

This module is centered around the skills and leadership of the entrepreneurial manager, who requires a disciplined approach in pursuing opportunities, as well as in assembling and aligning resources to accomplish important objectives. Managers must now have the necessary skills to react quickly and make solid decisions when presented with unexpected challenges.



MPA Luis Márquez

Luis Márquez is director of the Full-Time MBA in Innovation & Entrepreneurship, director of the Center for Innovation and Corporate Entrepreneurship at EGADE Business School Mexico City and Full-Time Professor at EGADE Business School.

Luis Márquez holds a Master's degree in Public Administration from the John F. Kennedy School of Government at Harvard University, a Law Degree from the National Autonomous University of Mexico, and an Innovation Certificate from the Universidad de Salamanca. Additionally, he has recently obtained an NSF Lean Startup Certification at Georgia Tech Innovation Lab.

MODULE 3

Driving digital transformation with data analytics and artificial intelligence.

by MBA Renzo Casapia

This module will allow participants to define a problem or a business opportunity and analyze how it can be solved with the use of Data Analytics. Participants will also learn how to monetize based on data in different industries, identify potential new business within existing companies or come up with a new business idea while considering all the challenges of creating a datadriven culture: politics, knowledge and inertia.



MBA Renzo Caspia

Renzo Casapia teaches Business Intelligence and Data Analytics at the MBA of EGADE Business School and is the Managing Director for Cengage/National Geographic Learning in Latin America.

He has occupied leadership roles in Human Resources, Sales and Marketing in top multinational companies such as Citigroup and IBM in Peru, Mexico, and Canada, where he has leveraged technology and data to generate change and innovation.

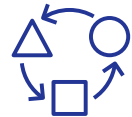
Renzo Casapia holds an MBA from HEC University of Montreal, Canada, and a bachelor's degree in Industrial Engineering from the University of San Agustín in Peru.



Stay ahead on an ever-changing environment



Strengthen your leadership, entrepreneurial skills and strategic vision.



Create change.






Develop strategic relationships with colleagues



Share ideas with disruptive leaders, innovators, executives and entrepreneurs.

Program agenda

<i>Digital Sessions - CST* Central Standard Time</i>		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
 <p>MODULE 1 July 20-24</p>	8:00	Mexico and Latin America an Economic, Social and Political overview	The startup and investment ecosystem & clusters of innovation Silicon Valley, Israel, UK and Spain vs Mexico, Panamá and Perú	COVID19: Business Challenges and Opportunities in Mexico and Latin America	Business and Corporate Culture: the case of Mexico and Latin America Culture Digital Experience	Final Reports
	9:00					
	10:00					
	11:00					
 <p>MODULE 2 July 27-31</p>	8:00	The End of Competitive Advantage. Maintaining your "edge" in a complex world	The startup and investment ecosystem & clusters of innovation Silicon Valley, Israel, UK and Spain vs Mexico, Panamá and Perú	Five Different Business Models	The importance of creating an innovation culture in the company Culture Digital Experience	Panel: Final Presentations Real investors World Cafe
	9:00					
	10:00					
	11:00					
 <p>MODULE 3 August 3-7</p>	8:00	Digital Transformation	Fundamentals of Data Science and Machine Learning	Artificial Intelligence Guest Speaker	BDMI Big Data Maturity Index and Data Driven Customer Service Culture Digital Experience	Final Project Presentation
	9:00					
	10:00					
	11:00					

Program activities

Online sessions via Zoom and CANVAS	Networking	Guest speakers	Sessions about the Mexican Culture
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Would you like
to learn more?

EGADE BUSINESS SCHOOL

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