

# Especialización en Emprendimiento

## ¿Por qué estudiar la especialización en Entrepreneurship?

El ecosistema dentro del cual se desenvuelve este minor está integrado por las fortalezas de la Facultad de Ciencias Económicas de la UFM, una serie de herramientas, mentores y una red de contactos académicos y empresariales.



### CURSOS

#### Finanzas

Análisis de oportunidad de negocio  
*Entrepreneurial Finance*

#### El emprendedor

*Failure*  
*Understanding yourself*

#### Innovación

*Creative Economy*  
*Disruptive Innovations*  
*Innovations Strategy*

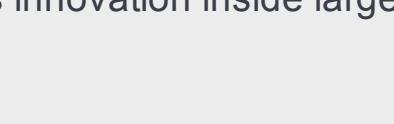
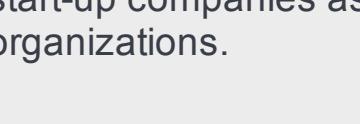
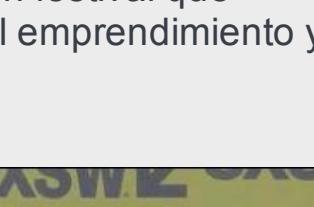
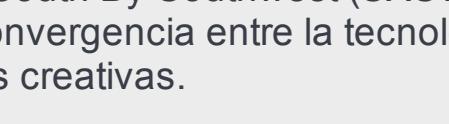
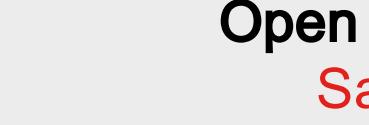
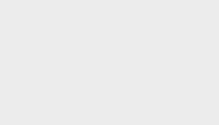
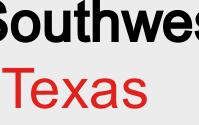
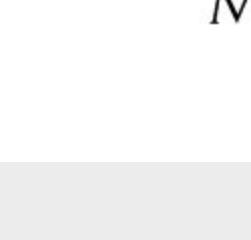
#### El negocio

*Digital Business Models*  
Emprendimiento de Impacto  
Estrategias de Crecimiento  
*Who is your Customer*

#### Proyecto

*Entrepreneurship Challenge 1*  
*Entrepreneurship Challenge 2*

## ¿A dónde van nuestros alumnos?



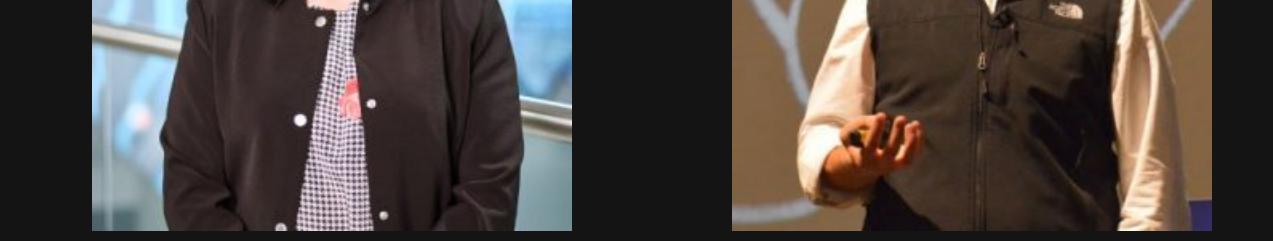
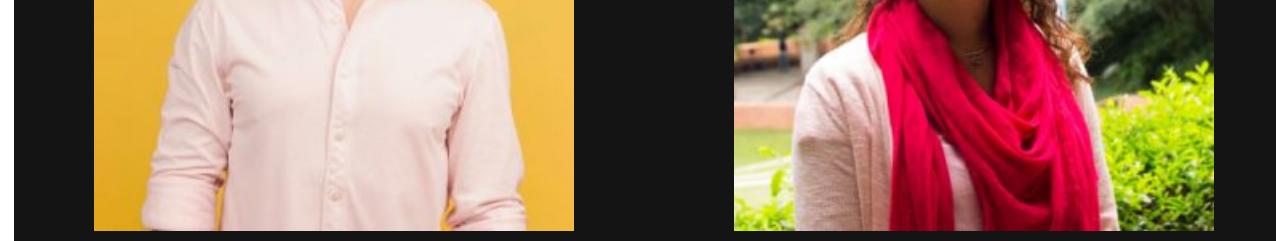
## Study Tours

### South By Southwest Austin, Texas

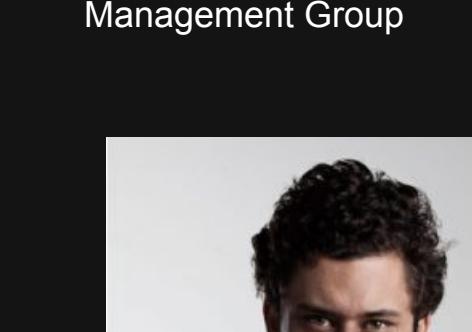
Vive una experiencia única en uno de los eventos más vibrantes y dinámicos del mundo; un festival donde se reúnen anualmente miles de emprendedores, inventores, artistas, escritores, líderes y soñadores. South By Southwest (SXSW) es un festival que celebra la convergencia entre la tecnología, el emprendimiento y las industrias creativas.

### Open Innovation in Silicon Valley San Francisco, California

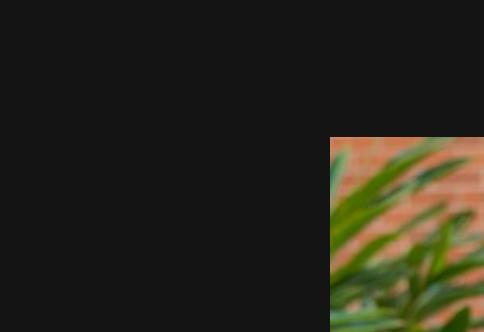
Discover how Open Innovation works @ companies and startups around San Francisco and Silicon Valley. Throughout company visits, we will look at models used in Silicon Valley to grow both start-up companies as well as innovation inside large organizations.



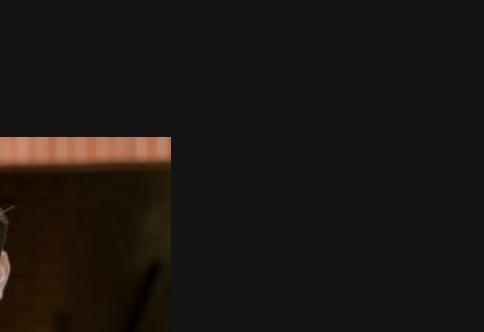
## Catedráticos



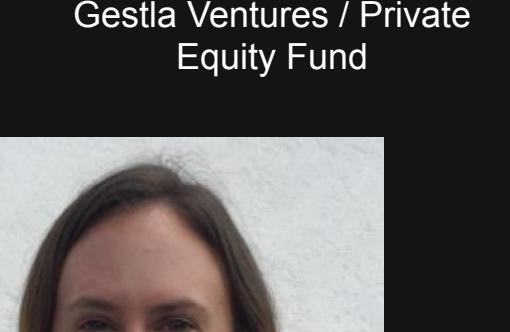
Alejandro Arzú  
Fundador y CEO  
Multinational Brand Management Group



Claudia Forero  
Fundadora  
Ideas con Enfoque



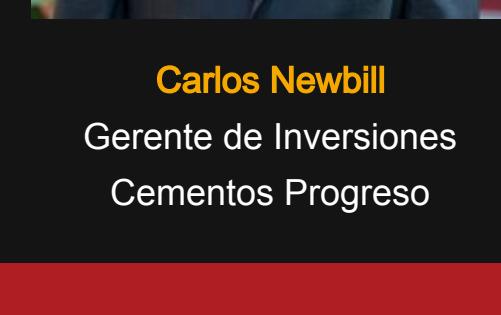
Evelyn Juárez  
Directora de país  
Enactus



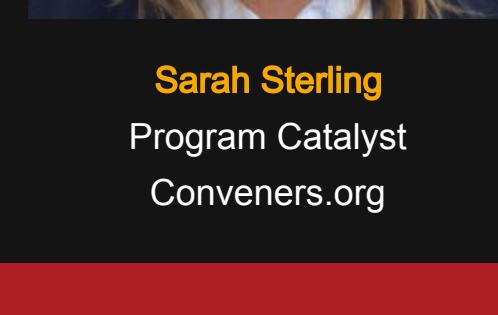
Pablo Galindo  
Co-Founder and Managing Director  
Gestia Ventures / Private Equity Fund



Fernando Franco  
Co-fundador  
Kiiper y Kémik



Carlos Newbill  
Gerente de Inversiones  
Cementos Progreso



Sarah Sterling  
Program Catalyst  
Conveners.org