

# Transforming Your MBA Curriculum for an Entrepreneurial World



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Universidad del Desarrollo is known not only for its academic excellence, but also for its entrepreneurial hallmark. This feature has earned it a place of privilege in higher education in Chile and Latin America a mere 20 years since it was founded.

Entrepreneurship is a characteristic that distinguishes its students and professors. It creates an interactive and dynamic environment on campus where innovation and new ideas are constant. Ethics and public responsibility, the hallmark values of UDD, are encouraged not only in the classroom, but are also put into practice in each of the activities conducted at UDD.



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# A reflection



# Search and Select

**Discover**



# Creation and Transformation **Innovation**







# MBA



Universidad del Desarrollo



## Our MBA Mission

- Educating professionals on management with a strong focus on **Entrepreneurship and Innovation**
- Promoting **startups** and **enhancing leadership** within organizations
- **Thinking, reasoning and acting** in relation to opportunities from a holistic approach

*Thinking,  
reasoning  
and acting*

# Learning Outcomes

Develop analytical and technical know-how (hard skills) and interpersonal and leadership capabilities (soft skills)

› Build a real business or project from scratch

› Act ethically under shared values

- MBA graduates are expected to:

›

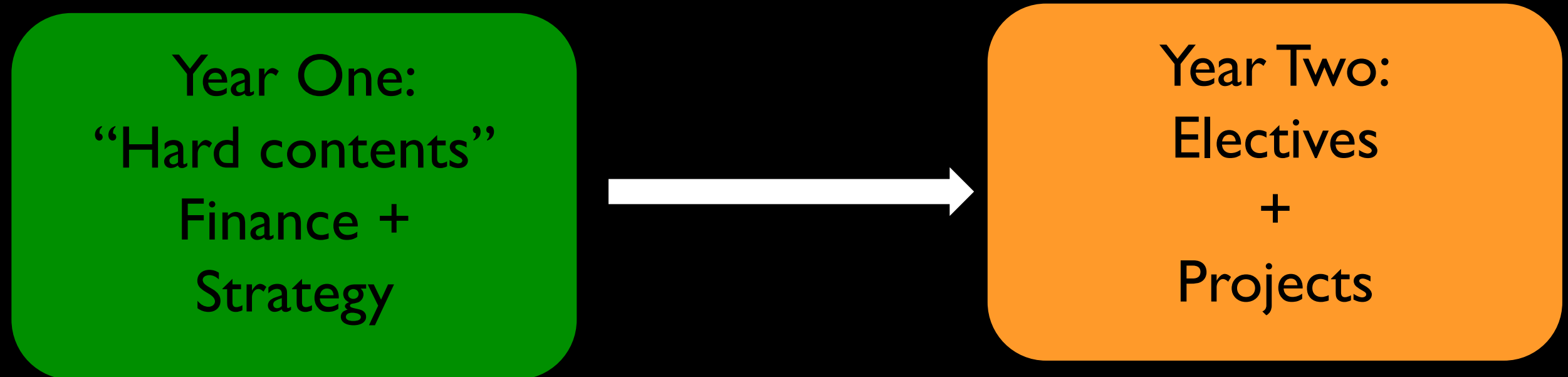


- Opportunities are in everywhere

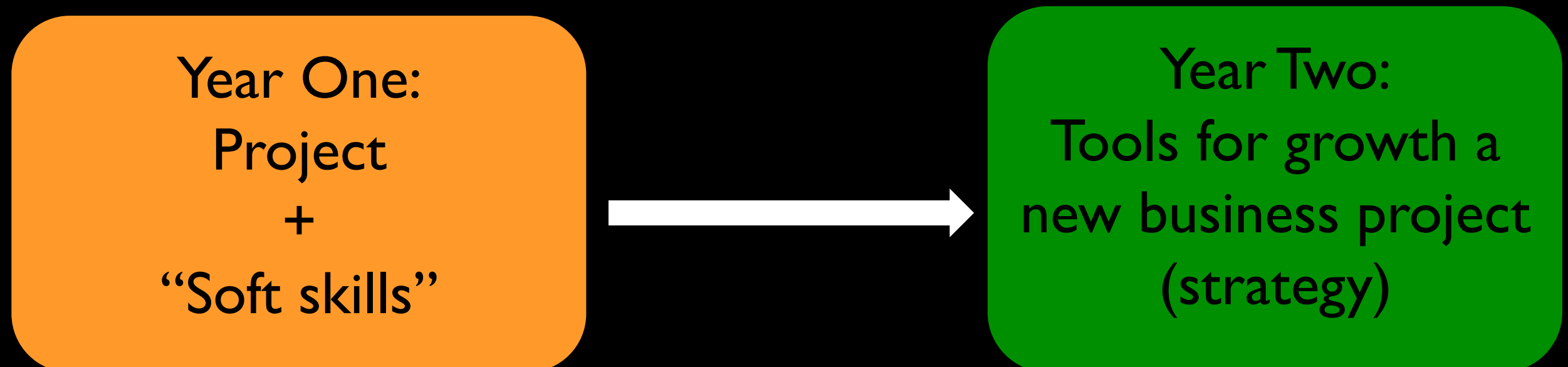
# Program Design

- Entrepreneurship central focus
- Modular program that follows the Business Cycle
- Applied Entrepreneurship Program
  - › Team work under the supervision of a tutor
  - › Each successive module contributes with new insights and knowledge that are incorporated in the project

# More “Traditional” MBA curriculum



## What we do?



Basic Business  
Tools

Design a Business

Business  
Growth



Soft Skills

Opportunity  
Assessment

Intrapreneurship



Over 150 new firms  
created in the last 3 years

(Above national rate of  
entrepreneurship)

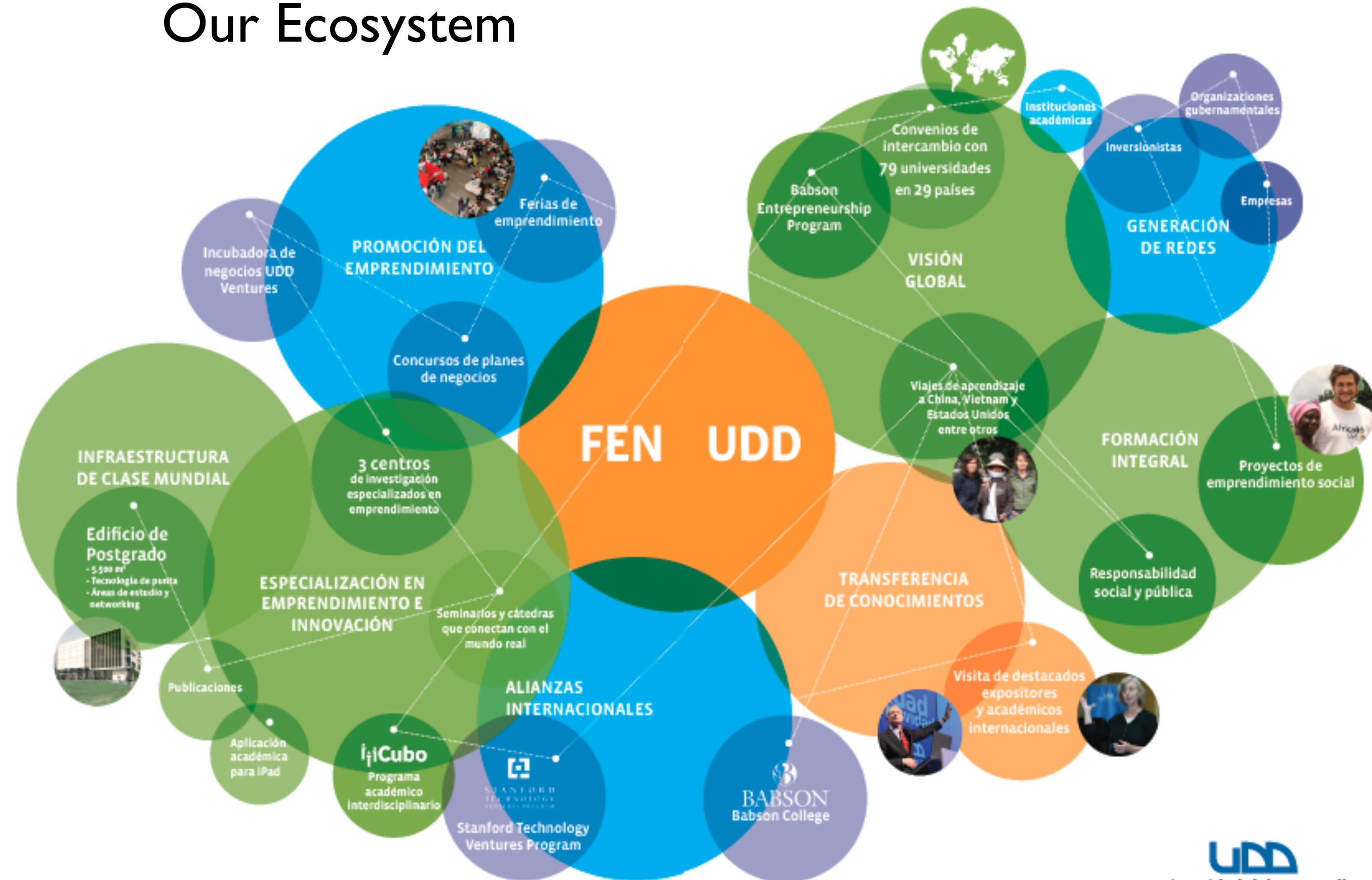
23% of Chilean Adults are starting a  
new business

Source: GEM 2012



● Some conclusions

# Our Ecosystem



## ● Business opportunities:

- \* There are full-space for every activity, in every industrial sector, in every town, city, region or country.
- \* Latin America is full of opportunities.
- \* Emergent economies NEED entrepreneurs that help on the route to development.
- \* And remember: opportunities don't come from the sky!!







## ● Entrepreneurs

- \* Latin American entrepreneurs are not “rare bugs”.
- \* Maybe the difference is that we learn (by necessity) to play with the uncertain and volatile framework conditions.
- \* BUT, they, like many entrepreneurs have:
  - passion to change the world and,
  - confidence to defy the odds and succeed.

**ST>RT-UPCHILE**

- Is an attitude...





"Twenty year from now,  
you will be more  
disappointed by the things  
you didn't do than by the  
ones you did do.

So throw off the bowlines.  
Sail away from the safe  
harbor. Catch the trade  
winds in your sails.

Explore. Dream. Discover"  
Mark Twain





# Thank you!



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