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.
A reflection
Search and Select

Discover
Creation and Transformation

Innovation
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
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

Year One:
“Hard contents”
Finance + Strategy

Year Two:
Electives + Projects

What we do?

Year One:
Project + “Soft skills”

Year Two:
Tools for growth a new business project (strategy)
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
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!!
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.
Is an attitude...
"Twenty year from now, you will be more disappointed by the things you didn’t do that 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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