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Master → in Business Innovation

The School of Design

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A new model to train future innovators.

International leadership, entrepreneurial experience and expertise in developing innovative business strategies. The MBI is a two-year program focused on developing innovative strategies for business. International experts will mentor students as they develop a personal project and learn about new entrepreneurial paradigms and useful methodologies using the perspectives of Design Thinking.

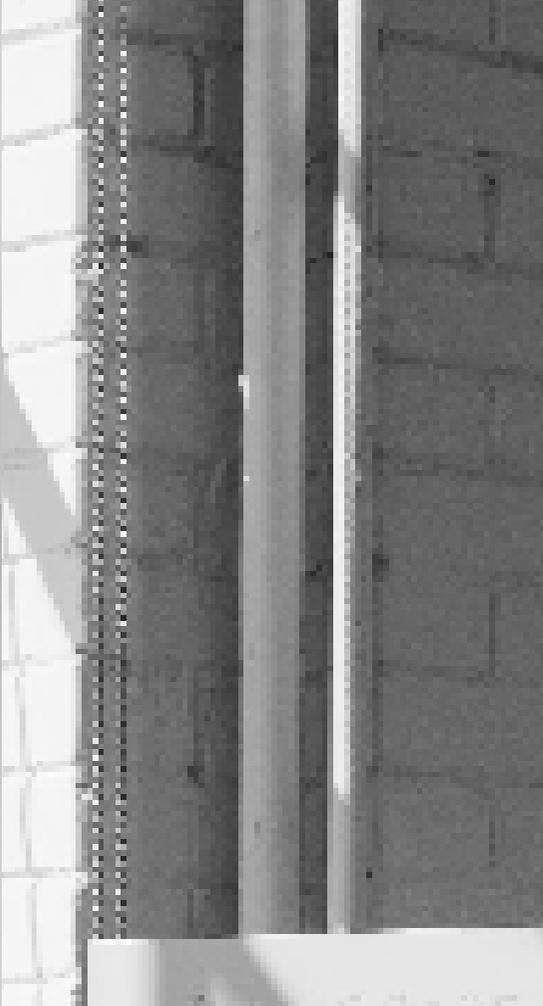
A key element of the MBI is the line-up of internationally acclaimed experts. They enrich the courses with their global and professional experience, and individually mentor each one of the students in the development of their personal project.

Throughout the program, instructors with comprehensive theoretical knowledge and field experience in business and innovation prepare students for the challenges of the global economy.



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What is MBI?

A unique program that unites the perspectives of Design Thinking, entrepreneurship, leadership and finance, into an integrated curriculum.

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The MBI will allow you to:

Challenge the Status Quo

Eliminating the fear of the unknown and be capable to re-imagine offers that are fundamental to bring change.

Learn Through Integrative

Which is a way of thinking that incorporates multiple views and scenarios to get an overview of a specific business situation.

See Customers as People

Knowing customers as real people, with real problems. Understanding their rational and emotional needs and wants.

→ Modules

M1

C1 The New Global Economy

C2 New Paradigms in Business

M2

C1 Customer Relevance

C2 Being Unique & Competitive

M3

C1 Branding

C2 Strategic Planning

M4

C1 Innovation Leadership

C2 Innovation Implementation

M5

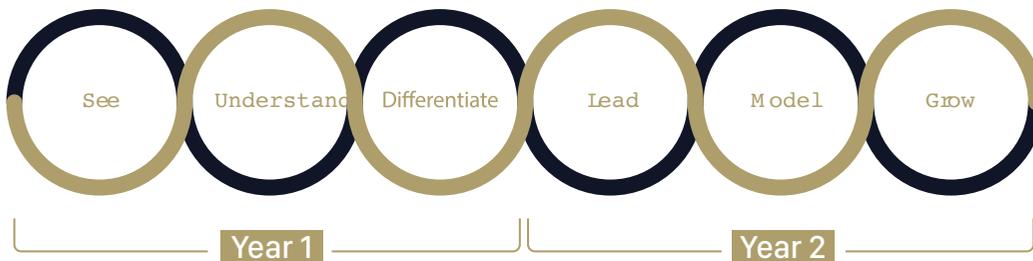
C1 Innovation Models

C2 Business Models

M6

C1 Business Plan

C2 Funding Your Idea





Study on Weekends

An accessible schedule, from Friday to Sunday, once a month.

The two-year program is divided into six modules. Students will review the six processes required to develop innovative business strategies: from embracing the new business context to planning the future of a company.

All modules are divided into two courses.

Each course presents an individual subject, such as “Customer Relevance”, throughout two sessions.



→ The Curriculum is a Business Innovation

A step-by-step deep, methodical process to exploit new ideas successfully.

In content and style, the MBI curriculum has been designed to allow students to develop their personal Capstone Projects. Throughout the program, they acquire the skills and tools to create original strategies that generate growth.

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Worldclass Educators.

World-class faculty who bring together fresh field expertise, plus sound academic experience, provide this program a unique perspective and real curricular value.

An international roster of acclaimed design thinking experts enrich the sessions with their global and professional views, collectively guiding the different teams that are working on specific projects, while individually coaching each one of the students to ensure a thorough understanding of every innovation tool as well as a practical application of the design thinking methodology to meet the challenges of the 21st century mindsets and business paradigms.

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Get in touch
with us

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