

©CEDIM

MBI

MASTER IN BUSINESS INNOVATION

INNOVATION PROGRAMS

©CEDIM THE SCHOOL
OF DESIGN
CEDIM

.EDU

Think

**MONTERREY
MÉXICO
.MX**

The Unthinkable.



**Think The
Unthinkable**



©CEDIM - The School Of Design Our ©CEDIM Innovation Programs bring new generations of leaders who master resources of the future to launch creative projects and initiatives. We are certain that creativity is the driving force behind the movement into a sustainable future. It is the origin of all the greatest inventions and projects that inspire us to go beyond the limits of our own journey.

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Think

The

Unthinkable

Campus ©CEDIM Monterrey,
Nuevo León, Mexico.

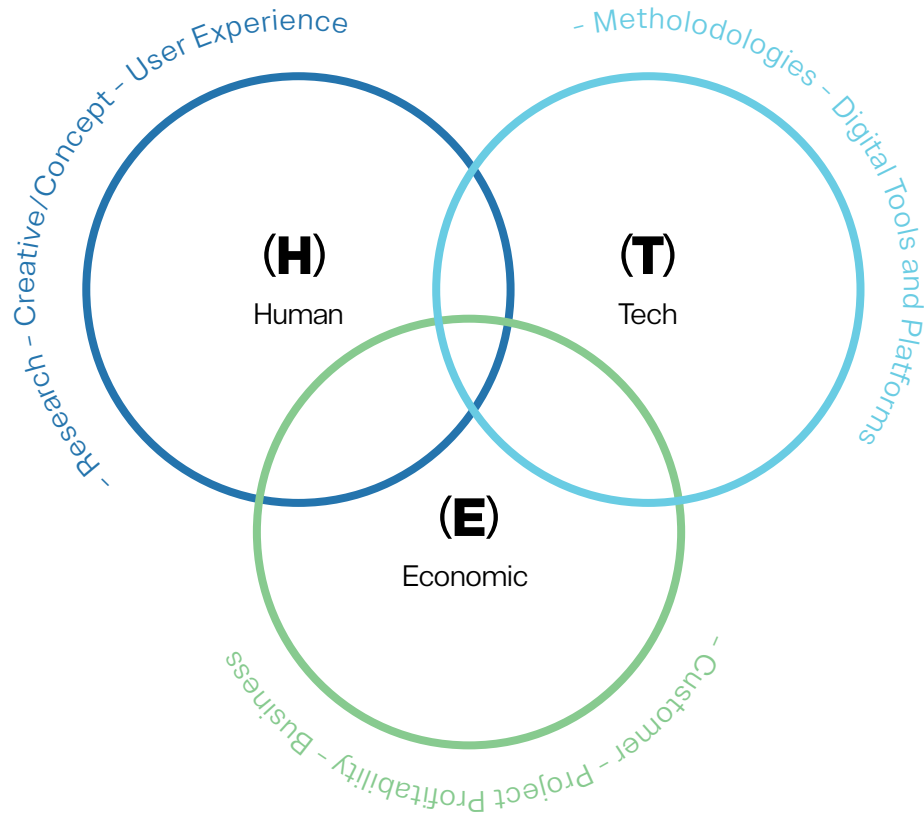
(→) DESIGN

(→) INNOVATION

(→) BUSINESS



Promoting Design, Innovation, and Business in Mexico for over 45 years. Founded by Alejandro García Villarreal, ©CEDIM The School of Design, specializes in the arts, design, innovation, and business in Mexico since 1978.



At **©CEDIM Innovation Programs** we prepare creative strategists to think focusing on innovation and business. Our syllabus is systematically designed to enable our graduates to develop diverse strategies that make business projects possible while contributing with social and environmental issues. Our unique model, based on Design Thinking and Human Centered Design, always challenges the status quo.

INNOVATION FOR PROFESSIONAL SUCCESS

The process followed at **©CEDIM** ensures creativity and innovation in economically sustainable projects. This educational model is acknowledged by **more than 250 companies that have received training from us.**

For over 14 years, **©CEDIM INNOVATION PROGRAMS** has composed a network of professionals and leading institutions that represent the generation of a new innovation culture in Mexico.

ONCE YOU CONCLUDE THE PROGRAM, YOU WILL HAVE YOUR PERSONAL PROJECT TESTED WITH ACTUAL USERS AND CLIENTS.

Through the educational model **©CEDIM “learning by doing”**, instructors will guide the class and each student, using various methodologies from different fields and specialties with the purpose of raising solution-based proposals with several perspectives for an actual project.

A NEW MODEL FOR ↓ INNOVATIVE LEADERS

Immersed in an era where accelerated changes are constantly transforming our planet, the well-being of our species depends on a flexible leadership that is quickly adaptable to a dynamic global environment more than ever before. Confronting reality is our challenge.

Each individual possesses the intelligence and mentality of an innovative leader, which helps them sail on the currents of a volatile and complex society, enabling them to generate unique solutions that are technically possible and economically viable.

To become a leader who designs, inhabits, and leads a more responsible global ecosystem will be possible only when they are allowed to discover and embody their purest creative talents. **The Master in Business Innovation is designed to help you in developing your creative abilities through methodologies, tools, and a one-of-a-kind model that will allow you to respond successfully to the next innovation wave.**

WHAT IS MBI?

The **Master in Business Innovation – MBI** is a unique program that will provide you with the environment and tools that will allow you to create and develop disruptive business models that meet the needs of your users. It will allow you to adopt a new mentality and stand out in a highly competitive area. By means of the development of a personal project, the **MBI** will boost your ability to craft solutions, products, and services centered on the well-being of humanity.

- ↗ **Duration:** 02 years.
- ➔ **Modality:** On-line sessions and on-campus activities that will enrich your project and professional network.
- ↘ **Language:** English; provided by international instructors.
- ⬆ **Scope:** This program is intended to nourish your creative and leadership abilities, so you begin to innovate in a conscious and initiative-taking way in the new economic, social, cultural, and tech context.





WHO IS THE MBI FOR?

The **MBI** is a program with the flexibility to receive profiles with adaptable skills and different backgrounds and points of view that seek to promote innovation in the field in which they work.

↗ **Areas:**

- Marketing/ innovation/ design/ communication services
- Production/ logistics/ sales and distribution of consumer goods
- Public / International Relations
- Technology
- Finance
- Business
- Management
- Education

→ **Positions:**

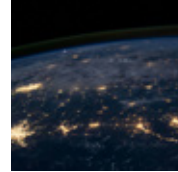
- CEO/ Founder/ Director
- Subdirector/ Manager/ Coordinator/ Leader
- Specialist/ Designer/ Analyst
- Facilitator/ Advisor

(→) EDUCATIONAL MODEL

**Through a personal project and
by learning new paradigms
and methodologies, students
will acquire a transformative
business outlook.**

01

Discovering



Awareness of the current context
and the future of business.

(↓)

02

Understanding

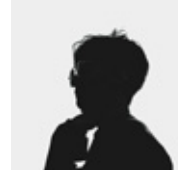


A deep understanding of users
and consumers to achieve an
authentic connection.

(↓)

03

Purpose



Responsible differentiation and
purposeful leadership.

(↓)

04

Disruption



Transformative business outlook
in future scenarios.

(↓)

05

Modeling



Adaptive and resilient approach
of the business model.

(↓)

06

Growth



Financing and sustainability.

CURRICULUM

MASTER IN BUSINESS INNOVATION

YEAR 1

01 PERIOD

Discovering

(↓)

(↓) M 01

You will discover new business paradigms, the new cycles of organizations, and the forces that define their skills in the face of an ever-changing global context.

New Business Paradigms (↓)

Establishment of a business proposal founded on a new paradigm.

The Future of Global Economy (↓)

Identification of the competitive forces of new business, considering the value shared with communities and the acceleration of cycles in the current and future context.

02 PERIOD

Understanding

(↓)

(↓) M 02

You will have the opportunity to understand your users and consumers in-depth to create brand strategies that facilitate a genuine, solid connection in all channels.

Customer Relevance (↓)

Application of user-centered methodologies and design tools to produce findings and render them into design opportunities, drive co-creation, and develop stories that facilitate a genuine bond.

Branding (↓)

Merging theory and practical implementation of tools to develop innovative brand strategies: from personality to each contact point of the consumer's journey.

03 PERIOD

Purpose

(↓)

(↓) M 03

You will craft one-of-a-kind, competitive, and relevant experiences that you could test with clients and users, implementing models to promote collaboration for innovation initiatives.

Being Unique and Competitive (↓)

Outlining a competitive strategy based on differentiation. Design of experiences and concept testing.

Innovation Leadership (↓)

Understanding of the own leadership style and the tools and models for an effective team cooperation to establish and maintain an innovation culture.

CURRICULUM

MASTER IN BUSINESS INNOVATION

YEAR 2

04 PERIOD

05 PERIOD

06 PERIOD

Disruption

(↓)

Modeling

(↓)

Growth

(↓)

(↓) **M 04**

You will identify innovation, disruptiveness, and future thinking models, as well as methodologies for their implementation with the purpose of maintaining the competitiveness of the business.

(↓) **M 05**

You will design a strategic plan and a business model tested in an iterative process, which can be communicated in an effective way.

(↓) **M 06**

You will prepare a Business Plan that balances risk, return, sustainability, and the well-being that can be shared in a strategic way to obtain resources.

Innovation Models and Foresight (↓)

Building an innovation model based on future scenarios.

Adaptive Strategic Planning (↓)

Understanding and application of quick responsive strategies through multiple iterations (repetitions until achieving a desired result).

Business Plan (↓)

Evaluation of different business plan types. Designing the most convenient plan for implementation and effective communication.

Innovation Implementation (↓)

Application of tools to define business elements and make strategic decisions to pivot in the face of disruption or new market opportunities, promoting quick experimentation and learning.

Business Models (↓)

Definition of the business model components, identifying conventionalism to transform it into a disruption. Developing minimum viable to test with consumers.

Business Finance (↓)

Funding your idea. Integrating the financing plan according to the business needs and implementation of a communication plan and sale of the project for capital raising.



@ CAPSTONE PROJECT

Innovation occurs through your project.

With an iterative process, you will acquire skills and tools to create original strategies that drive growth.

The syllabus has been designed to facilitate the development of your personal project.

CCEDIM /

ME

CENTRO DE ESTUDIOS

SUPERIORES DE

DISEÑO DE MONTERREY

ALUMNI PROFILE.

➤ Committed to changes that propel businesses to new **paradigms** in an ever-changing global economy.

➤ Applies ethnographic research to create brand strategies that generate an **authentic connection** with consumers and users.

➤ Develops creative and design thinking to find viable, feasible, and desirable solutions. Promotes **creative collaboration** with work teams.

➤ Acquires essential practice of **future thinking** and **strategic projection**.

➤ Applies tools to create **disruptive models** and locates opportunities to apply **open innovation** in special contexts.

➤ Defines and tests in an agile way **critical assumptions** and **hypothesis** for developing successful strategies.

➤ Is **flexible** with opportunities and innovation proposals.

➤ Defines new business models and develops minimum viable products to test them in **real scenarios**.

➤ Prepares and communicates strategies and business plans in an effective way for a **purposeful** entrepreneurship that looks for a balance in risk, return, sustainability, and the common good.

➤ Persists to achieve objectives and goals. Tolerates the **uncertainty** of the business innovation environment.

© CEDIM WORLD—CLASS EDUCATORS



©CEDIM INNOVATION PROGRAMS has built a network of professionals and leading institutions that support the generation of a new innovation culture in Mexico. Each year, high-profile professionals and scholars contribute to offer classes, workshops, and conferences.

An international roster of acclaimed experts in innovation and business enriches the sessions with their experience and outlook, guides students through their personal projects, and give assistance to ensure an in-depth understanding and practical application of methodologies to face the challenges of the ever-changing environment and business paradigms of the XXI Century.

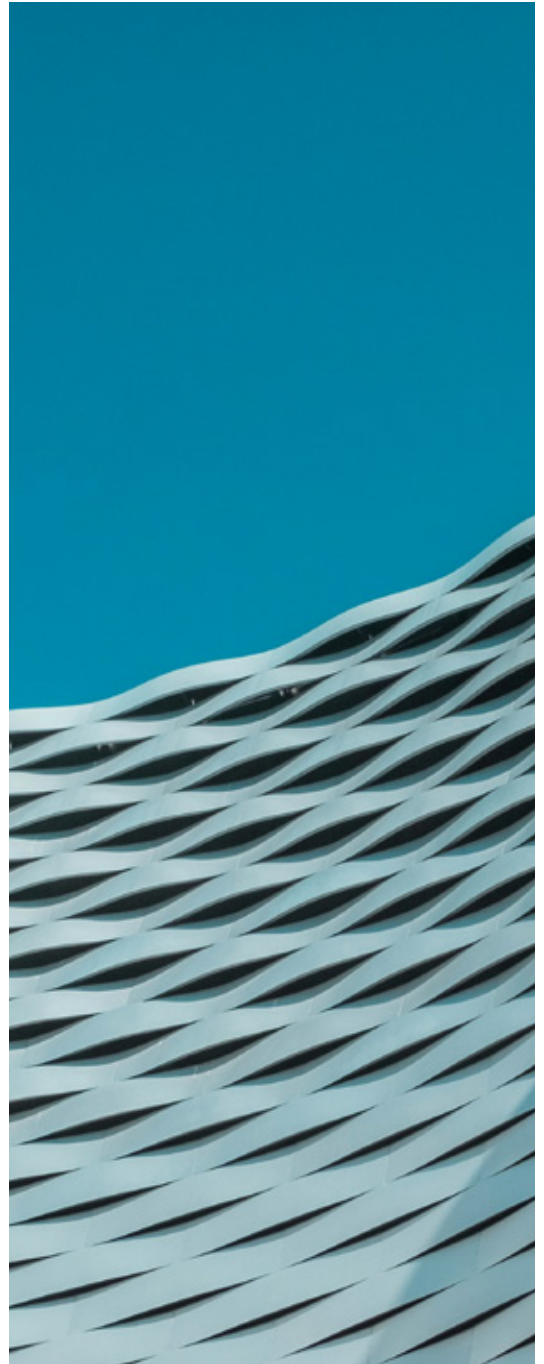


International Experience

Innovation Summit.

©CEDIM Innovation Programs offers the opportunity to make a study trip to nourish the academic, cultural, and social experience.

From the **fifth period**, you can **expand** your learning process in a different setting and share experiences with entrepreneurs and innovators from different backgrounds.



Student Experience

Studying at ©CEDIM Innovation Programs offers an environment to connect with diverse professional profiles and entrepreneurs from different areas.



MBI IMMERSION WEEKEND



At the opening event of the Program, you can meet your class colleagues in person. With the guidance of an international instructor, you will be able to share the outlook of your personal project and identify important connection points to make the most of every stage of evolution.

INNOVATION TALKS



Discussions and workshops online or on-campus where international and national experts delve into different subjects of innovation and business and share their experience in the implementation of methodologies in projects.

MIDTERM CHECKPOINT



An in-person working session guided by an instructor, focused on reviewing the status of each personal project. The session includes sharing progress updates, thoughtful reflection on leadership throughout the process, and providing constructive, assertive feedback.

FINAL PITCH



Short presentation to communicate the developing status of the project. In person session with an instructor and the presence of experts and investors.

MBI

MASTER IN BUSINESS INNOVATION

06 MODULES (→) 02 YEARS

12 courses

M. 01

M. 02

M. 03

M. 04

M. 05

M. 06

(→) SESSIONS

Online mode

Live broadcast: Tuesday 6:00 p.m. to 8:00 p.m.

English

(→) ACTIVITIES / READINGS / CASE STUDIES

Monday to Friday.

(→) PLATFORMS

Microsoft Teams – Main platform for broadcasting, content distribution, and links to other collaborative platforms.

Personal private channel for deliverables.

Digital spaces for online collaboration.

(→) LIGHT UP INNOVATION.

The **Master in Business Innovation** will allow you to:

01

(↓) Challenge the "status quo".

Lose the fear to the unknown to reimagine value proposals and drive changes.

02

(↓) Experiment integral learning.

Integrate cross-disciplinary thinking to confront the extent and complexity of specific challenges.

03

(↓) Prioritize users.

Know the real problems of clients. Meet their needs and desires with a customized approach.

04

(↓) Acquire a new mindset: iterative, agile, and responsive.

Adopt a mindset focused on solving problems: fail fast to learn fast.

05

(↓) Enhance the power of collaboration.

Cultivate a creative spirit in teams and organizations, bring solutions and promote innovation, dexterity, and commitment.

06

(↓) Establish connections in an innovative environment.

Share ideas to get constructive feedback. Be part of a learning community to expand your contact network.

07

(↓) Think strategically to design the future you want.

Apply models that enable the decision-making on the allocation of time, energy, and talent.

Think the Unthinkable.

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