

# MID-L

## Master in Innovation for Enterprise Development

(Edition 2025)

**First Trimester**

<b>Code</b>	<b>Name</b>	<b>CL</b>	<b>L</b>	<b>U</b>	<b>CA</b>	<b>S</b>	<b>UDC</b>
EM4003	Transversal Pathways I	2.5	0	9	2	12	3
IN4064	Creativity and Design Thinking	2.5	0	9	2	12	3
IN4067	Strategy, Innovation and Leadership	2.5	0	9	2	12	3
		7.5	0	27	6	36	9

**Second Trimester**

<b>Code</b>	<b>Name</b>	<b>CL</b>	<b>L</b>	<b>U</b>	<b>CA</b>	<b>S</b>	<b>UDC</b>
IN4065	Innovation Models and Processes	2.5	0	9	2	12	3
IN4066	Innovation Project Management	2.5	0	9	2	12	3
OP5100	Elective I	2.5	0	9	2	12	3
		7.5	0	27	6	36	9

**Third Trimester**

<b>Code</b>	<b>Name</b>	<b>CL</b>	<b>L</b>	<b>U</b>	<b>CA</b>	<b>S</b>	<b>UDC</b>
EM4004	Transversal Pathways II	2.5	0	9	2	12	3
IN4068	Financing and Protection of Innovation	2.5	0	9	2	12	3
IN4069	Products and Services Development	2.5	0	9	2	12	3
		7.5	0	27	6	36	9

**Fourth Trimester**

<b>Code</b>	<b>Name</b>	<b>CL</b>	<b>L</b>	<b>U</b>	<b>CA</b>	<b>S</b>	<b>UDC</b>
IN5155	Application Project I	2.5	0	9	2	12	3
OP5101	Elective II	2.5	0	9	2	12	3
OP5102	Elective III	2.5	0	9	2		
		7.5	0	27	6	24	6

**Fifth Trimester**

<b>Code</b>	<b>Name</b>	<b>CL</b>	<b>L</b>	<b>U</b>	<b>CA</b>	<b>S</b>	<b>UDC</b>
IN5156	Application Project II	2.5	0	9	2	12	3
OP4049	Transdisciplinary Elective	2.5	0	9	2		
OP5103	Elective IV	2.5	0	9	2		
		7.5	0	27	6	12	3

**Academic credits**

- CL** The letter "CL" indicates the number of class-hours per week.
- L** The letter "L" indicates the number of laboratory-hours per week.
- U** The letter "U" represents the equivalent time in courses lasting 15 weeks (semester) and 12 weeks (trimester), of weekly work that the student dedicates to the course to meet its objectives. They include the "class hours", as well as the time dedicated to the student's independent work.

**CA** The letters "CA" represents the number of semester credit hour of the course.

**S** Semanas de duración

**UDC** Load Units

## **Program Outcomes**

### **Justification**

The Master in Innovation for Enterprise Development has a direct relationship with the vision of Tecnológico de Monterrey, since, according to what is established in it, the VISION to 2030 is: "Leadership, innovation and entrepreneurship for human flourishing".

As can be highlighted in it, innovation and entrepreneurship are central elements for both professional and personal development in individuals. This program contributes directly to the intentional training in these disciplines in a transversal way to different professional activities.

According to the orientation embodied in the strategic intention of Tecnológico de Monterrey, in the context of "a world where knowledge is generated exponentially, it will be necessary to have the capabilities to generate knowledge and take it to practical solutions that improve the quality of life of people and the planet. These solutions will require creative individuals, capable of understanding a complex reality and of reinventing themselves and their environment".

Although the innovation and entrepreneurship professionals who graduate from the Master's Degree in Innovation for Enterprise Development act transversally in different areas, they will have an important impact on the following differentiators of the institution: research, innovation and entrepreneurship poles, and the promotion of the transformation of cities and communities. The program itself will have an impact on the differentiation of the institution.

### **Program Objectives**

The Master in Innovation for Enterprise Development program with its new curricular plan, expects graduates to be professionals who:

- Promote innovation in their area of responsibility.
- Develop, visualize, generate and propose original ideas and projects in ventures that generate high added value in current and emerging industries.
- Integrate interdisciplinary teams managing the mobilization of resources for its realization.
- Carry out projects on their own initiative, committing certain resources in order to exploit an opportunity, and assuming the risk that this entails.

### **Target Audience**

Professionals from different areas interested in developing the necessary skills to promote innovation in organizations.

In all companies, the need to intentionally carry out innovation has increased, developing people who are capable of managing it, using models and methods according to the situation in which this will happen.

Likewise, another target audience is entrepreneurs seeking to develop an innovative project, based on the most appropriate tools and methodologies.

These entrepreneurs to whom this program is directed are mainly those who seek that the venture they carry out is an innovative one, whose idea arises from a process in which what can generate high added value is clearly defined.

### **Applicant Profile**

To enter the Master in Innovation for Enterprise Development at Tecnológico de Monterrey, applicants are expected to meet the following requirements:

#### Knowledge

- Knowledge about the structure and functioning of an organization.
- Knowledge about the conditions, factors or aspects that determine the need for change in organizations.

#### Skills

- Actively integrates and collaborates in achieving common objectives with other people, areas, organizations.
- Verbal reasoning skills, which are related to the ability to infer, analyze and synthesize, complemented by the exploration of skills to organize, obtain and understand information that generates innovative strategies.
- Skills in the use of information and communication technologies, so that you are able to search for data and reports, as well as use these tools to send and receive valuable information.
- Critical thinking that allows you to analyze and propose work projects.
- Basic argumentative ability to justify results of work projects.
- Skills for reading comprehension in the English language.

#### Aptitudes

- Distributes time in a weighted manner based on priorities, taking into account short, medium and long-term personal objectives and the personal and professional areas that you are interested in developing.
- Able to establish value judgments based on scenarios that provide enough information to establish an argued position

based on the data and content provided.

### **Learning Outcomes**

Graduates from the Master in Innovation for Enterprise Development will be able to:

Knowledge

- Creativity
- Innovation models and processes
- Innovation project management
- Development of products and services
- Innovation strategy
- Innovation Management
- Transformational leadership
- Financial impact of innovation
- Intellectual property strategies
- Entrepreneurship

Skills

- Define the innovation strategy of an organization.
- Lead a change in the organization towards a culture of innovation.
- Apply specific tools for innovation management.
- Design and coordinate the execution of an innovation and entrepreneurship project.
- Lead corporate entrepreneurship and startup promotion processes.

Attitudes

- Faces his or her abilities and limitations by striving to develop and overcome them to engage with interest and care in the tasks to be performed.
- Perform actions that lead you to successfully achieve new results.
- High ethical sense in the management of information.

Campus that offer this program

<b>Campus</b>	<b>Number of periods offered</b>	<b>From</b>	<b>Closed for new students</b>
<b>Programas en Línea</b>	Complete	Trimester Sep - Dec 2025	

**Last update:** 09/May/2024