



**TONIC**

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**Executive  
Diploma in  
Entrepreneurship**



**Tecnológico  
de Monterrey**

# Executive Diploma in Entrepreneurship

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## LANGUAGE

English



## TERM

Online learning and  
25 hours of  
workshops



## MODALITY

Online or blended

## Objectives:

- Getting the skills to to be successful in entrepreneurship
  - Creativity
  - Adaptability
  - Finding the value
  - Finance for decision making
  - Business strategy
  - HR skills
- Developing your network with other persons also passionate about entrepreneurship.
- Get a recognition from a world top ranked institution to prove your worth as an entrepreneur

## Who should attend?

Students and professionals who want to acquire the tools to be successful in entrepreneurship.

Each intake is limited to 30 students.

## Methodology:

All the modules are based on practice and case studies.

This program is intending to reproduce an entrepreneurship journey from ideation to success through all different steps.

The student has/will find an idea and work on it during the program.

## Assessment methodology:

Defence of the project in front of a jury of international experts.

## **Professors:**

If we had to describe our professors in one word this would be:  
DIVERSITY.

The professors are coming from different countries and industries and speak different languages. They have experience in online teaching and they are oriented towards a “learning by doing” approach.

## **Course content:**

- **Module 1: Finding and designing your idea**
  - How to boost your creativity?
  - How to be innovative?
  - Selecting best ideas for entrepreneurship
  - Prototyping
  - Testing ideas

*Workshop: Brainstorming process: from idea to concept.*

- **Module 2: Business plan and market research**
  - Competition analysis
  - Environnement analysis
  - Understanding social trends
  - Tools for market research and business plan (Internal and external analysis)

*Workshop: Analysis tools applied to your concept.*

- **Module 3: Entrepreneurship strategies**
  - Commercial strategy
  - Growth hacking
  - Expansion strategy
  - Internationalisation strategy
  - Exit strategy

*Workshop 1 : Apply your online strategy*

*Workshop 2 : Make your plan and value your company*

- **Module 4: Agile applied to entrepreneurship**

- Agile Manifesto
- Scrum
- Change Management
- Crisis and problem Management

*Workshop: Scrum role play*

- **Module 5: Organizational design & management**

- Startup Leadership
- Culture
- Structure
- On demand economy
- Value core analysis
- Business modeling

*Workshop: Crack the Business Model Canvas*

- **Module 6: Talent management**

- Create your employer branding
- Create innovative recruitment and onboarding processes
- Goals setups
- Incentives strategy
- People development
- How to let people go?
- Cross cultural management and management of diversity

*Workshop: Create your recruitment plan*

- **Module 7: Financing your start-up**

- Subsidies
- Crowdfunding
- Business Angels
- Venture capitalism & Private equity
- Sell your concept to raise funds
- (Elevator pitch, present your business plan and financials)

*Workshop: Prepare for the pitch contest*

- **Module 8: Finance tools for decision making**

- Understanding financial statements
- Essential financials ratios
- Cash Flow management

- Start-up valuation
- M&A strategy (identifying potential buyers, auction process, closing the deal)

*Workshop: Create your financial plan*

### **Learning materials:**

- Readings
- Videos & Recorded interviews
- Live webinars
- Real time classes

### **Extra activities:**

- Pitching contest
- Webinars with international experts (with Q&A)
- Networking events
- Forum
- Survey
- Group activities
- Guest lectures

### **Mentoring:**

At the end of the programs, the alumnus will benefit from an on demand personal mentoring.

Time per project: 5 hours

### **Diploma:**

The “Executive diploma in Entrepreneurship” is co-delivered by Tecnológico de Monterrey and Tonic Teaching.

### **Idea:**

The modules can be taken independently but following the order has an added value since the course replicates an entrepreneurship journey.

### **Tuition:**

The full price for this program is 2500 euros. Price may vary according to the students' location.

### **Tecnológico de Monterrey rankings:**

**World #28** private university  
**#1** Business School in South America (13 consecutive years)  
**#3** Latam University Ranking  
**#1** university in Mexico

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**Let's talk.**