



Master in

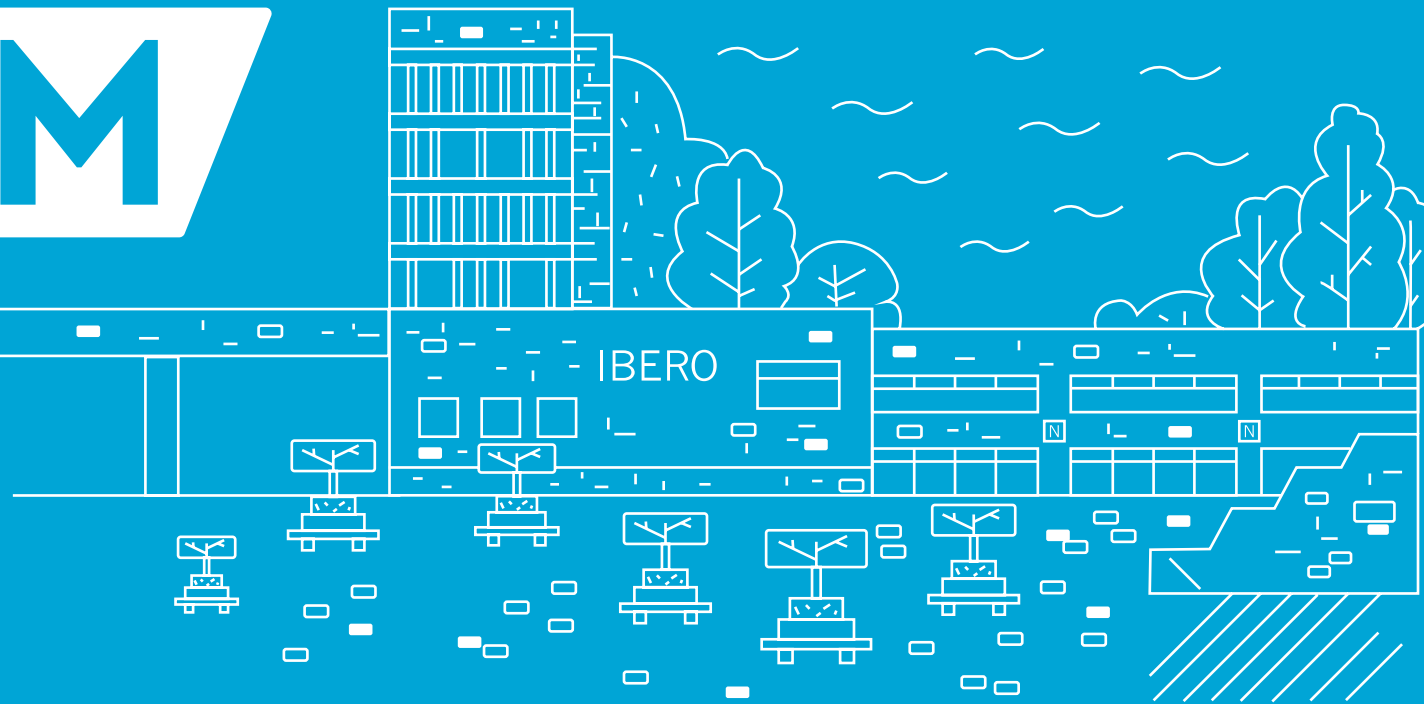
# TECHNOLOGICAL INNOVATION MANAGEMENT

## CONTEXT AND RELEVANCE

The Master's in Technological Innovation Management (MGIT) joins the world's trend in meeting the demands of graduates from engineering programs or related fields interested in incorporating management thinking, intellectual property and business models and plans skills to their technical and scientific knowledge. It additionally fosters their communication, negotiation and leadership skills. Therefore, it fosters the development of professionals encouraging the process of technological operation and innovation within a company (intrapreneur), or creating their own company (entrepreneur) based on technology (technopreneur).

It is a novel program that develops sweeping emerging, complex, systemic and urgent problem-solving methods and guidelines, moving away from mental models based in descriptors that were widely used in the past century. Examples of such problems are overpopulation, climate change, energy crisis, self-sufficiency in water and food supply, or massive urbanization. The MGIT program was conceived thinking in the global environment of the 21st century.

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## LINKAGE

- ESADE-Business School
- Instituto de Empresa-Universidad (IE Business School)
- University of Canterbury

## OBJECTIVES

### General

To train Masters' to carry out administration, marketing and technological ownership activities within organizations, and/or to promote the creation of technology-based firms and new business, from a sustainable and humanist perspective that creates better life conditions within society.

### Specific

To train professionals capable of:

1. Designing and implementing technological processes and models fostering the development of new companies, or managing their growth and consolidation by marketing innovation-based models.
2. Participating with confidence in the development of technological products and projects under an ethical sustainable perspective.
3. Contributing to the creation of new propositions of models and solution alternatives to technological management and innovation problems.

## APPLICANTS PROFILE

Candidates for this program have a B.A. in Social Sciences or related fields; experience working with migrant communities, in advocacy, and/or implementing projects targeting this population is an asset.

## GRADUATES' PROFILE

Graduates have sound knowledge of:

- The development process of technological products, from conception to marketing.
- The methodologies to devise business strategies based on technology and innovation.
- The techniques to analyze technology and forecast technology advancement.
- The techniques to develop technology-based problem-solving proposals.
- Managerial techniques to create, develop, and grow technology business.
- Project management processes.

## FIELD OF WORK

Exploration of intrapreneurs growth opportunity areas; development of business models and plans to create new firms; finding solutions to firms processes issues; feasibility analysis of projects and products; definition of development strategies.

# FACULTY MEMBERS

The Master's in Technological Innovation Management is an applied program. Faculty members have acknowledged professional trajectories and a common professional interest. Professors are professionally active, meaning that their main activities take place in the industrial world. Nevertheless, the Master's program has a coordinator with the following profile:

### Edgar Ortiz-Loyola Rivera-Melo

*M.Sc. in Telecommunications and Information Systems, University of Essex*

*B.Sc. in Electronic Engineering and Communications, Universidad Iberoamericana*

**Contact:** [edgar.ortizl@ibero.mx](mailto:edgar.ortizl@ibero.mx)

## LINES OF RESEARCH

1. Businesses cases and post-incubation processes development
2. Technological management and innovation processes development

Some practical areas of cases and projects:

- Business plans development
- Exploration of growth areas for a company
- Solutions to problems in processes
- Products or processes feasibility research
- Development of business strategies and generation of business plans
- Technology marketing
- Development of strategies for technology ownership and transference

## ADMISSION PROCEDURES

- The following documents must be delivered at School Services Directorate, Archive counter 5:
- Original birth certificate.
- Simple photocopies of university certificate and professional license or proof of degree. Copies will be verified against original documents.
- Course subjects request form.
- Application form (provided by School Service Directorate along with new admission to graduate studies instructional materials).
- Letter of acceptance to the Graduate Program.
- Letter of commitment and Addendum duly completed and signed (also provided by School Service Directorate).
- Application process payment receipt.

For further information please write: [mgit@ibero.mx](mailto:mgit@ibero.mx)

## SYLLABUS

- Corporate Finances
- Marketing
- Economic Environment Analysis
- Management Skills Development I
- Management Skills Development II
- New Business Development
- Strategic Thinking and Management
- Industrial Linkage Project
- Advanced Managerial Techniques
- Decision Making in Finances
- Legal Aspects of Technology Creation and Industrial Property
- Project Management
- Strategic Analysis of Technology
- Technological Creativity and Innovation as Value Drivers
- Comprehensive Development of Technology Products
- Implementation of Technology Innovation Projects
- Selected Topics in Operation

All syllabus subjects are one semester long.

The Master's minimum credits are 86 composed as follows:

<b>Compulsory Subjects</b>	<b>66 credits</b>
<b>Terminal Option</b>	<b>20 credits</b>
<b>Total Credits</b>	<b>86 credits</b>

The Final Project must focus in applied research and the students will expand his/her abilities in four areas: consultancy, environment and operation analysis of an organization, business strategy planning, and synthesis of systemic solutions to business problems.



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