



WOW!

¿Cuánto hace que no te
emocionas aprendiendo?



MINN

INTERNATIONAL EXECUTIVE
MASTER PROGRAM IN
INTRAPRENEURSHIP
AND OPEN INNOVATION

WHAT?



El programa MINN está pensado y desarrollado para profesionales de empresa y emprendedores de proyectos innovadores, en modalidad de máster ejecutivo, de forma que se puede compaginar con su actividad diaria. En este sentido, la dedicación al proyecto del máster será de un mínimo del 40% de su actividad, dejando el 60% del tiempo para la actividad profesional.

Quien participa en este programa debe estar liderando un nuevo negocio, un proyecto de innovación, de equipos autogestionados o una solución intraemprendedora o bien, pretende comenzar un nuevo proyecto de estas características.

2

El máster está concebido como aprendizaje en equipo, combinado con teoría y experiencias reales en distintos enclaves internacionales.

El núcleo de los métodos de aprendizaje del MINN asume el modelo de "team learning by creating" de la metodología finlandesa de Team Academy. Se trata de una referencia internacional en el campo de la educación y el emprendizaje, cuyos métodos se utilizan en más de 17 escuelas y Universidades de todo el mundo, así como en distintas compañías multinacionales. Esta metodología, combinada con las últimas tendencias en gestión y su dimensión eminentemente práctica, permite a cada profesional y organización definir sus propios objetivos específicos para el programa.



La pasión y la determinación pueden transformar tu organización, haciendo de los sueños realidad.

WHY?



1.-

Porque conoces, experimentas e implementas el uso de herramientas propias para la innovación, el liderazgo de equipos emprendedores y las estrategias para acelerar proyectos emprendedores y start-ups.

2.-

Porque aprendes con emprendedores y empresas a nivel local e internacional, referentes en la gestión del intraemprendizaje, la innovación disruptiva y colaborativa y los equipos autogestionados.

3.-

Porque vives una experiencia de aprendizaje e innovación radical, íntimamente ligada con tus pasiones personales, tus proyectos profesionales y empresariales.

4.-

Porque desarrollarás un network profesional con personas que lideran retos y proyectos similares.

5.-

Porque te emocionará redefinir metas no alcanzadas y definir nuevos objetivos.



LET'S GO?

PROCESS

M2: Ecosystems and human centered innovation.

The extraordinary environment of Silicon Valley (California) is key to work over 3 main areas of interest. How entrepreneurial ecosystems function as sources of innovation and creation of new businesses and knowledge. Through the support of the local experts we build training field to learn how to create value for customers and users through the human center design method of Design Thinking and how to present the key value of your Start Up and organization through the Art Of Pitching.

M4: Strategy for disruptive innovation.

Entrepreneur strategy will be analyzed and co-developed under the philosophy of Blue Oceans. This theory will be analysed and developed through specific processes and tools that will empower the organization to grow in an innovative context. The participants are challenged to create value through these concepts not only to enrich their existing projects but to a new customer during the module. Moreover the projects are worked through the concepts of Business Model Generation and Lean Management.

Basque Country



USA

Madrid



Barcelona

M1: Team and Organizational Learning as a trigger for organizational transformation.

The participants will go deeper in the concepts of reflect and act in leadership. The module is combining the personal development as well as team leadership and intrapreneurship spirit in the development of new innovative projects inside of an organization. The learners will go deeper in the personal dimension of being an entrepreneur or intrapreneur and the key elements on leading change through teams.

M3: Experience Economy and beyond.

Understand the Experience Economy as a market place and framework to foster innovation. We go through the basic methods and tools in order to design memorable and successful experiences. Expand the knowledge of designing innovative services and trigger the imagination of the MINNers and their project to dive into the Transformational Economy. We aim building the right base for the team members to keep on working hands on with these tools in their own projects and being able to create new business models and new value proposition for customers understanding the key elements of the Experience Economy.

TEAM & INDIVIDUAL
LEARNING TOOLS.

TEAM LEADERSHIP &
ENTREPRENEURSHIP.



M6: Emerging markets and global challenges.

Developing countries are key as a source of innovation and new opportunities in global business. It will be explored the key position of quick developing countries as potential customers, suppliers, and partners in projects. Visiting these countries it will be studied the impact and consequences of social entrepreneurial projects bring about. Besides it will be focused a common task of how to do business in China.

M8: Collaborative Innovation and co-creation with customers.

This module is focused in the search of new solutions through open and collaborative innovation. The innovation is happening in a parallel process of the knowledge flow. The learning tools developed and used to promote the creativity and the knowledge flow are based in knowledge creation company theory from Nonaka and Takeuchi. We work on the question how to create more knowledge to our customer through diving into fostering the customer orientation and different levels of customer relationships and working with the concept of user centered design of product and services. During this module each project is developed further with the help of natural teams and external collaborators. It will be the place to build the future and to assure a common ground how to continue the collaboration of other members in and out of the projects.

5



Basque Country

China

India



Basque Country

To be defined



M5: Intrapreneurial teams + 360 feedback.

The crystallization of the learning process so far and the different points of view are shared among the participants. Deep dive into the projects of each one and using the collective feedback as a tool to leverage the projects to a new stage is combined with a deeper understanding of intrapreneurial teams. It will also be the place to prepare the future and to create a common ground in order to take the further steps to plan the collaboration of team members in the projects.



M7: BOP, sustainability and Utheory.

The exploration of the sustainability and the green economy as boosters of the innovation are part of the new rules in the current entrepreneur´s business. Understanding the BOP (Base of the Pyramid) strategies and how to create new market opportunities is one of India's main topics combined with the personal mastery of each participant through working with the U-theory. It will be analysed and shared the impact of social entrepreneurs in the Indian society.



M8+1: Scored Goals.

This module will focus to review the path of each participant and project, which have been the steps taken, the impact created and what is happening after MINN. The collective feedback from both, team members as team coaches, aims to guide and facilitate the process of business consolidation. The indicators analyzed will be the number of companies created, the invoicing generated, new customers, results of the personal and company projects.

AGILE TOOLS AND METHODS.



WHO?

1. **Kaisu Tuominiemi**
Teampreneur at Mondragon Team Academy, LEINN & MINN Coach - MTA Bidasoa Lab
2. **Jose Mari Luzarraga**
Ph.D - Teampreneur at Mondragon Team Academy, MINN Team Coach - MTA Global
3. **Alex Navarro**
Teampreneur at Mondragon Team Academy, MINN Team Coach - MTA Bilbao Lab
4. **Ander Izquierdo**
Teampreneur at Mondragon Team Academy, MINN Team Coach - MTA Oñate Lab
5. **Aitor Lizartza**
Ph.D - Teampreneur at Mondragon Team Academy, LEINN Team Coach - MTA Bidasoa Lab
6. **Antonio Cancelo** President MONDRAGON Corporation 1996-2004 - Donostia / San Sebastian
7. **Eneko Izquierdo Ariño** DOT S. Coop
8. **Iñigo Blanco** Hub Donostia & DOT S. Coop
9. **Kun Zhang** MTA China - Ailu Education Group - China
10. **Iñaki Zaldua** Ecenarro S. Coop - San Sebastian
11. **Johannes Partanen** Founder TiimiAkademia Learning Network & Partus - Finland
12. **Manish Srivastava** Presencing Institute - Organizational Learning and Development - India
13. **Pablo Villoch** Co-founder Glocal Minds, The Natural Step Framework - Santiago de Chile
14. **Anita Baggio** (Seidler) - Mc Kinsey - Cofounder Impact HUB Madrid - Rio Janeiro
15. **Juan Felix Garcia** Coach PTG - Mondragon Unibertsitatea - Basque Country



WHERE?



LOCATION:

Host by Mondragon Unibertsitatea Business Faculty campuses in Bilbao, Onati and Irun + Interaction within MTA labs in Madrid, Barcelona and others in Spain and 3 Learning Journeys in San Francisco (USA), Shangai (China) and Bombay (India).

While joining MINN, the participants will have not only the contact hours (workshops + learning journeys) but also a coworking space in any MTA Lab where one could develop his/her entrepreneurial & intrapreneurial projects on weekly basis.

COLLABORATING CENTERS:

Team Academy Jyvaskyla Partus University (Finland).
MONDRAGON Knowledge.
TAIHU Great Learning Centre - China.

* The workshops will take place mainly in Basque Country and statewide (Barcelona-Madrid) depending on the real case studies with host-companies of the workshops. These workshops will start on Thursdays from 9:00 until Saturdays at 15:00. There are included three learning journeys to San Francisco (USA), Shanghai (China) and Mumbai (India).

CREDITS:

60 ECTS COST OF TUITION: 9000 €.

* Not including accommodation, food and journey costs.

FUNDING:

- Fundación Tripartita.
- Payments timing adapted to MINN participants convenience.
- Special Financing program with LABORAL KUTXA.
- 10% discount for former students of the Mondragon Unibertsitatea.

LEARNING CALENDAR:

- 01/2017 – 01/2018
(12 months) + Final project.

HOURS:

400 Contact Hours:

- 250 Workshops.
- 150 Learning Journeys.
- Real entrepreneurial / Innovation project in company.



CONTACT

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YES!



www.mondragon.edu/profesionales



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