

Entrepreneurial Management that creates jobs and contributes to regional wealth in a global context.



PROGRAM OVERVIEW

The *Maestría en Ciencias en Comercialización de la Ciencia y la Tecnología* (MCCT) is hosted by The university of Texas at Austin's Center for Global Innovation and Entrepreneurship in partnership with Center for Research in Advanced Materials (CIMAV), part of the federal network of CONACYT centers in Mexico.

MCCT is an intensive one-year program that teaches students to profitably launch innovative new

technology products into the market, either through a venture of their own or within an existing corporation.

Focused on the intersection of business, technology and innovation, students meet four consecutive days per month. Our 12-course curriculum emphasizes action based learning as students assess actual technologies.

The MCCT program combines cutting edge technology, hands-on entrepreneurship and world class education, resulting in the creation

of innovative ventures and products.

The MCCT Program is taught by top ranked University of Texas at Austin faculty members and some other visiting lecturers from the United States and Mexico, and focused on experiential learning designed to teach the skill-set needed to compete in a global economy.



WHO SHOULD CONSIDER THE MCCT PROGRAM

- **Aspiring entrepreneurs** who want to launch new ventures based on emerging technology.
- **Corporate innovators** who want to introduce disruptive and innovative products based on new technologies.
- **Technology transfer specialists** who want to assist universities, federal research centers and businesses in licencing technology.

Carrier paths include:

- Technology start-up
- New product development
- Product management
- Technology commercialization
- Mergers & acquisitions
- Research and development
- Corporate strategy & business development
- Technology transfer

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APPLICATION DEADLINES

Deadline: July 31, 2017

Program begins: August, 2017



PROGRAM HIGHLIGHTS

ONE YEAR MASTER'S DEGREE PROGRAM

- 4 days per month for 12 months
- Designed for working professionals
- Action-based life-scale learning



Center for Global
Innovation and
Entrepreneurship

 **CURRICULUM**

The MCCT curriculum consists of twelve hands-on, action based courses and a capstone project, where students develop market strategies for real world technologies and innovations over an intensive one-year program. An orientation course of three days is required prior to the start of the program.

Classes meet four consecutive days for one long “weekend” per month: Thursday through Sunday. Two subjects are completed every two months.

Each cohort makes an annual international trip to Austin, Texas where students take classes and become immersed in the regional ecosystem

During the final session in Austin the student teams present their entrepreneurial projects to a board of faculty members and investors.

Many of the student projects have become startups, new products and corporate businesses or have been licensed by research centers or universities.

 **COURSES**

- Converting Technology to Wealth
- Legal Issues of the Commercialization Process
- Marketing Technological Innovations
- Risk Analysis
- Financing New Ventures
- Managing Product Development and Production
- Technology Management and Transfer
- Strategic Analysis of Technology Commercialization
- The Art and Science of Market-Driven Entrepreneurship
- Internationalization of Technology
- Creative and Innovative Management
- Technology Enterprise Design and Management
- Capstone Project – Business Model Development and Implementation

Financial Aid is available
On a first-come, first-serve basis.



 **TESTIMONIALS**

MCCT prepares technologists to contribute to technological development of the country. To identify the need and importance of innovations and technology is not a common stance in Mexican society. This type of programs helps spread such ideas and have the tools to start a technology-based business either within a large company or the creation of an SME; both have an impact on the country.

Adriana M. Sierra
Sigma Alimentos

The MCCT changed my whole perspective of innovation and technological development by connecting it with the market and learning to plan the roadmap from the laboratory to the market. This has been very useful for my work linking companies and research centers and universities.

Reynold González
CAINTRA

I now have a global vision that allows me to identify the opportunities that our country has for teaming with other institutions and ... taking a quick look at evaluating the commercial potential of technologies and making decisions.

Currently in the IIE we are working hard in teaching the process of turning our knowledge into wealth.

Norberto Pérez
Institute for Electrical Research

Join the over 200 experts who are Changing México.