



Master in Entrepreneurship and Innovation

Student Achievement

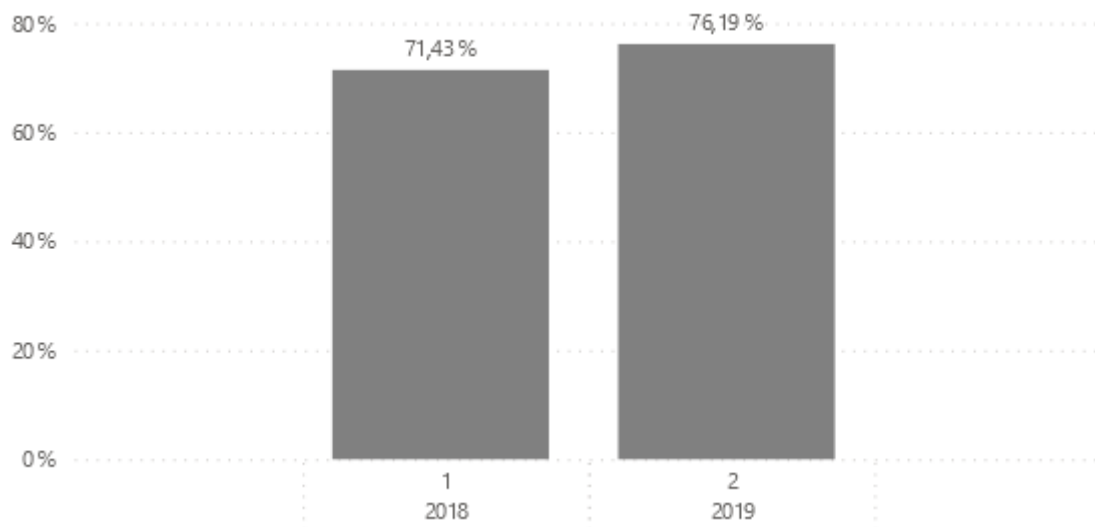
Degree Profile for the Master in Entrepreneurship and Innovation

The graduates of master's degree in Entrepreneurship and Innovation from Universidad de las Américas are socially committed professionals with an entrepreneurial spirit and global vision. They are capable of formulating and developing valuable innovation processes; their knowledge of creativity and innovation techniques and strategies allows them to propose and transform business ideas into impactful products or services.

The master's in Entrepreneurship and Innovation prepares its graduates to identify opportunities for the creation or improvement of enterprises by applying creative management and innovation strategies and techniques. Graduates of the program can evaluate the need to innovate processes, products, or services to generate value in business models; they can select strong investment opportunities for new enterprises by employing effective methods and instruments. Graduates can develop entrepreneurial projects and can direct the acquisition and management of necessary resources. Additionally, they will have experience working in multidisciplinary teams and are well-suited to assume leadership roles and promote innovation and entrepreneurial development.

It is well understood among graduates that the generation of employment through entrepreneurial projects calls for socially responsible leadership and behavior, as such, graduates of the Master's Degree in Entrepreneurship and Innovation program are expected to behave ethically, honestly, and respectfully when exercising their profession.

GRADUATION



Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

A graduate of the Master in Entrepreneurship and Innovation will be able to:

1. Employ both creative management and innovation strategies and techniques to identify opportunities for the creation or improvement of enterprises.
2. Apply selection and evaluation methods and techniques on investment projects for new enterprises.
3. Develop of highly innovative entrepreneurial projects.
4. Evaluate the need to innovate processes, products, or services to generate value in business models.
5. Plan the acquisition and management of resources needed for entrepreneurial opportunities.
6. Assume a leadership role within multidisciplinary teams, when appropriate, and drive innovation and entrepreneurial development.

