



MASTER'S IN BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP IN INNOVATION AND TECHNOLOGY

Lead the change and design the business
models of the future.

PROGRAM DESCRIPTION



Master the future of business with our Online MBA in Innovation and Technology Entrepreneurship, a U.S. standard program designed to found and scale companies in the digital economy. At DRU, we understand that modern entrepreneurship requires more than just a good idea; it demands a mindset of constant experimentation. Through a 100% asynchronous and bilingual methodology, you will transform your strategic vision through the expert use of Artificial Intelligence, simulators, and virtual environments, allowing you to iterate disruptive business models with resilience and ethical leadership. Earn a U.S. degree with international validity and access a high-performance ecosystem where industry leaders prepare you to define the course of global organizations.

WHY CHOOSE THIS MBA AT DRU?

1.



FOCUS ON AI AND EMERGING TECHNOLOGIES

You will use simulators, virtual environments, and AI to create real-world solutions from day one.

2.



U.S. DEGREE

Obtain an international academic degree issued from Miami, Florida, with global validity.

3.



LEADING BUSINESS INSTRUCTORS

Direct training with executives who lead digital transformation in real-world industries.

4.



STRATEGIC MASTERY

Specialized modules in Digital Business Strategy and Business Finance.

ENTREPRENEURIAL SKILLS YOU WILL LEARN



Disruptive Business Model Design

Create innovative and sustainable value propositions through experimentation and iteration.



Innovation Strategy and Digital Entrepreneurship

Evaluate dynamic markets and create competitive advantages with emerging technologies and AI.



Product Validation and Market Fit

Use of simulators and virtual environments to validate products and ensure their success in the global market.



Financial Management for Growth

Create solid financial models and Venture Capital strategies to ensure profitability and attract investors.



Resilient Leadership

Master challenge resolution in high uncertainty environments and systems thinking to lead teams with ethics and a transformative vision.



Launch and Go-to-Market

Advanced marketing and communication strategies to maximize profitability and the success of new products.

GRADUATE PROFILE

Upon completion, you will be a strategic leader capable of:



Leading and managing business processes in digital and technological contexts.



Designing innovation strategies based on data analysis and the use of new technologies.



Developing business projects with a focus on sustainability and growth.



Transforming organizations through the use of digital innovation.



Applying leadership approaches in situations of high uncertainty and change.

PROGRAM DETAILS



- **Official Degree:** Executive Masters in Business Administration in Innovation and Technology Entrepreneurship.
- **Duration:** 2 years.
- **Format:** 100% Online - Asynchronous (Full Flexibility).
- **Language:** Bilingual (Spanish or English) + Free English courses with ICPNA.

CURRICULUM

FIRST YEAR

DIGITAL BUSINESS STRATEGY	ORGANIZATIONAL TRANSFORMATION	LEADERSHIP AND CHANGE MANAGEMENT
DIGITAL INNOVATION AND ENTREPRENEURSHIP	DATA-DRIVEN DECISION MAKING	DIGITAL MARKETING AND COMMUNICATIONS

SECOND YEAR

FINANCIAL MANAGEMENT	MARKETING MANAGEMENT	OPERATIONS MANAGEMENT
BUSINESS FINANCE	BUSINESS MODEL INNOVATION	CAPSTONE: FINAL PROJECT

CONTACT INFORMATION

LET'S CONNECT!

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LET'S TALK!

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