



EMERGING MARKET INITIATIVES

With over a decade of expertise, Emerging Market Initiatives (EMI) molds students into global, inventive, and responsible leaders through firsthand experience collaborating on genuine projects with companies in emerging markets.

Universidad
Externado
de Colombia
SCHOOL OF MANAGEMENT
VIGILADA MINEDUCACIÓN



Contact Us

emi@uexternado.edu.co

claudio.cardona@uexternado.edu.co



Launch Your Career

WHY US?

Collaborate with fellow students from diverse universities worldwide to apply your knowledge and hone your business acumen through interactive learning and guidance from seasoned professionals.

LEARNING

by doing

This learning by doing approach provides you with an enriching learning experience that prepares you to face the challenges of the world of work.

EMI PROGRAMS

emphasizes critical thinking about the **role of business** in society and the **development of innovative** solutions that benefit everyone.



**MAYBE THESE
NUMBERS WILL
HELP YOU TO
UNDERSTAND
OUR IMPACT IN
A DECADE:**



Over 60 companies have improved with us.



Over 40 universities worldwide have visited us.



More than 130 international students enjoyed their time in Colombia.



Students from 29 nationalities have fallen in love with Colombia.

CIRCULAR Business Program

Unlock sustainability with Circular Business models! In a resource-scarce world, these models extend product lifespans and repurpose waste for multiple sectors. Our course teaches students to shift from linear to circular models, emphasizing their significance and benefits.



Upon completing this course, students will acquire the following capabilities:

- **Effectively promote and apply** Circular Business Models for SMEs.
- **Contribute significantly to** the sustainable development of the global community.
- **Gain practical experience in** creating supply chains for businesses, where resources are recovered or recycled to manufacture new products.

Within these initiatives, students serve as consultants, actively developing and implementing solutions to address the challenges confronted by Colombian SMEs and vulnerable communities.



SOCIAL Business Program

In collaboration with the Yunus Social Business Center (YSBC), we assist vulnerable populations in addressing particular social and environmental challenges through financially sustainable enterprises that reinvest their profits to foster growth and make a meaningful impact.

After completing this course, students will have the ability to:

- **Advocate for Social Business** framework models.
- **Bolster social enterprises** by enhancing their social models and promoting their business growth.

The Externado University of Colombia founded the Yunus Social Business Center (YSBC) within the School of Management in 2020.



**EXPLORE OUR
OPEN PROGRAMS
AND DISCOVER
THE POSSIBILITIES**

HYBRID SYSTEM

PHASE 1

Online Training and Diagnostic (1st week):

Diagnostics includes **an online week** filled with contextual studies, consulting training, diagnostic creation, and the assignment of challenges, based on that information visit the company to create diagnostic.

PHASE 2

Immersion and Proposal Creation (2nd and 3rd week):

Dive into the world of **Social Business** during **the second week**, followed by a deep exploration of **Circular Business** in the **third week**.

Engage in real-world business experiences and immersive sessions hosted at Externado University.

Expert teachers and seasoned consultants will serve as your mentors, guiding you every step of the way.

At the culmination of each week, students will deliver their proposals to the companies right in the classroom, making an impactful connection between theory and practice.

Emerging Market Initiative (EMI) is thoughtfully designed to bring together students from diverse corners of the world and various business domains, fostering rich and multicultural collaboration.



**YOU MIGHT BE
WONDERING ABOUT
OUR METHODOLOGY:**



**JUST A BRIEF RECAP IN CASE
YOU ARE STILL CONSIDERING
WHY TO CHOOSE US...:**

- Experience the real business world in emerging markets
- Hands-on learning for practical skills development
- Enjoy a two-week stay at Externado
- Engage in fun and interactive activities

Requirements to join this life experience

Program Language: English

Registration Deadline: March 1st

Online Week:

Social Business: April 3, 4 and 5

Circular Business: April 10, 11 and 12th

9:00 AM (Col time).

Live Experience Week: April 15th – 26th,
2024

(Accommodation, food, and transportation
are not included. The program can provide
partner suggestions.)



Join EMI to become a global, creative, and responsible leader through hands-on projects with emerging market companies. Collaborate with international students, gain critical thinking skills, and make a positive impact.
Enroll now for a transformative journey.



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