



# 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](mailto:emi@uexternado.edu.co)

[claudio.cardona@uexternado.edu.co](mailto:claudio.cardona@uexternado.edu.co)



# Launch Your Career



AACSB  
ACCREDITED



ASSOCIATION  
AMBA  
ACCREDITED



# 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.



**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.

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



AACSB  
ACCREDITED



ASSOCIATION  
AMBA  
ACCREDITED



## **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**





## YOU MIGHT BE WONDERING ABOUT OUR METHODOLOGY:

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.

# HYBRID SYSTEM

## PHASE 1

### Online Training and Diagnostic (1st week):

Embark on an **online week** filled with contextual studies, consulting training, diagnostic creation, and the assignment of challenges.

## 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.



**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:** January 20th

**Online Week:** April 8th - 12th, 2024

**Live Experience Week:** April 15th - 26th,  
2024

**Administrative Fee:** USD \$100

(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.**



Universidad  
**Externado**  
de Colombia  
SCHOOL OF MANAGEMENT  
VIGILADA MINEDUCACIÓN

