

Wed, Nov 20, 2024

- | | |
|----------------------------|--|
| 7:30 AM - 9:15 AM | <p>Networking Breakfast
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara</p> |
| 7:30 AM - 9:15 AM | <p>Registration
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara</p> |
| 9:15 AM - 9:15 AM | <p>Departure to EGADE Business School - Tecnológico de Monterrey campus Guadalajara
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara</p> |
| 10:00 AM - 10:10 AM | <p>Bienvenidos on Campus!
Location: EGADE: Indoor, Level 2, Congress Room</p> |
| 10:10 AM - 10:35 AM | <p>Welcome Speeches
Location: EGADE: Indoor, Level 2, Congress Room</p> |
| 10:35 AM - 10:55 AM | <p>Focus on LATAM
Location: EGADE: Indoor, Level 2, Congress Room</p> |
| 11:00 AM - 11:45 AM | <p>LATAM Business Schools Fair
Location: EGADE: Lobby, Level 2, Congress Room</p> |
| 11:45 AM - 12:30 PM | <p>Panel Session 1: Business School Strategies for Impact in the Age of AI
Location: EGADE: Indoor, Level 2, Congress Room</p> |
| 12:30 PM - 12:50 PM | <p>Focus session: Managing Growth in Higher Education Internationalization Strategy with Limited Resources
Location: EGADE: Indoor, Level 2, Congress Room</p> |
| 12:50 PM - 12:50 PM | <p>Group Picture
Location: EGADE: Congress Room Stairs</p> |
| 12:50 PM - 1:30 PM | <p>Parallel session 1: B-School Partnerships through Networks and Consortia: Guided and Interactive Discussion" about models for developing and setting up abroad
Location: EGADE: Indoors, Level 1, Congress Room: Auditorium 1</p> |
| 12:50 PM - 1:30 PM | <p>Parallel session 2: B-School Partnerships through Networks and Consortia: Driving innovation and creating value by connecting leading global business schools.The GNAM Network case
Location: EGADE: Indoors, Level 1, Congress Room: Auditorium 2</p> |
| 1:30 PM - 2:30 PM | <p>Networking Lunch
Location: EGADE: Terrace 1</p> |
| 2:45 PM - 3:30 PM | <p>Panel Session 2: Entrepreneurship and Innovation with Impact
Location: EGADE: Indoors, Level 2, Congress Room</p> |
| 3:45 PM - 4:30 PM | <p>Best Practice Case 1: Highlighting Best Initiaves, Centers and Masters in Entrepreneurship
Location: EGADE: Indoors, Level 1, Congress Room: Auditorium 1</p> |

- 3:45 PM - 4:30 PM** **Best Practice Case 2: Highlighting Best Initiaves, Centers and Masters in Entrepreneurship**
Location: EGADE: Indoors, Level 1, Congress Room: Auditorium 2
- 4:30 PM - 5:15 PM** **Panel Session 3: How B-Schools Support Entrepreneurship**
Location: EGADE: Indoors, Level 1, Congress Room: Auditorium 1
- 5:15 PM - 6:30 PM** **Connect & Collaborate - Networking**
Location: EGADE: Lobby, Level 1, Congress Room
- 6:30 PM - 7:00 PM** **On the Road to the Eduniversal Palmes of Excellence Ceremony**
Location: EGADE
- 7:00 PM - 10:00 PM** **Eduniversal Palmes of Excellence Trophies Ceremony**
Location: Andares terraza, 2nd Floor, Andares Shopping Center Blvd. Puerta de Hierro 4965, Col. Puerta de Hierro, Zapopan, Jalisco, Mexico
-

Thu, Nov 21, 2024

- 8:00 AM - 9:00 AM** **Networking Breakfast**
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
- 9:15 AM - 9:15 AM** **Departure to EGADE Business School - Tecnológico de Monterrey campus Guadalajara**
Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
- 9:30 AM - 10:00 AM** **Leveraging Cutting-Edge Technologies for Greater Impact**
Location: EGADE: Indoor, Level 2, Congress Room
- 10:00 AM - 10:30 AM** **The Business Application of GenAI, ChatGPT**
Location: EGADE: Indoor, Level 2, Congress Room
- 10:30 AM - 11:30 AM** **Panel Session 4: Digital Transformation Strategies for Business and Opportunities for Business Schools**
Location: EGADE: Indoor, Level 2, Congress Room
- 11:30 AM - 12:45 PM** **Explore & Experiment: Campus Discovery & Tools Tasting 1**
Location: EGADE: 1. Decision Theater (30)
- 11:30 AM - 12:45 PM** **Explore & Experiment: Campus Discovery & Tools Tasting 2**
Location: EGADE: 2. Finnovaction Lab (20)
- 11:30 AM - 12:45 PM** **Explore & Experiment: Campus Discovery & Tools Tasting 3**
Location: EGADE: 3. Financial Trading Room (30)
- 11:30 AM - 12:45 PM** **Explore & Experiment: Campus Discovery & Tools Tasting 4**
Location: EGADE 4. International Business Lab (20)
- 11:30 AM - 12:45 PM** **Explore & Experiment: Campus Discovery & Tools Tasting 5**
Location: EGADE: 5. Entrepreneurship Lab (20)
- 11:30 AM - 12:45 PM** **Explore & Experiment: Campus Discovery & Tools Tasting 6**
Location: EGADE: 6. Hall Immersive Room (30)
- 11:30 AM - 12:45 PM** **Explore & Experiment: Campus Discovery & Tools Tasting 2: Addressing Cybersecurity Challenges for Universities**
Location: EGADE: Auditorio 1

11:30 AM - 12:45 PM	Explore & Experiment: Campus Discovery & Tools Tasting 3: Strategic Intelligence in B-Schools Location: EGADE: Auditorio 1
12:45 PM - 1:45 PM	Lunch and Networking Sessions Location: EGADE: Gardens
1:45 PM - 2:15 PM	Keynote Leveraging Cutting-Edge Technologies for Greater Impact Location: EGADE: Level 2, Congress Room
2:15 PM - 3:00 PM	Panel Session 5: Successful Implementations of Technology in Business Schools Program Content Location: EGADE: Level 2, Congress Room
3:00 PM - 3:30 PM	Best Practice Case 1: Successful Implementations of Technology in Business Schools Program Content Location: EGADE: Level 2, Congress Room
3:00 PM - 3:30 PM	Best Practice Case 2: Successful Implementations of Technology in Business Schools Program Content Location: EGADE: Level 2, Congress Room
3:30 PM - 4:00 PM	Departure to Company Visit Oracle Location: EGADE
4:00 PM - 5:30 PM	ORACLE: Artificial Intelligence & ERP Location: ORACLE
5:45 PM - 6:30 PM	Departure to the Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara Location: ORACLE
7:30 PM - 7:45 PM	Departure to the Eduniversal Gala Awards Ceremony Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara
8:30 PM - 11:59 PM	Eduniversal Gala Awards Ceremony Location: Palacio Municipal de Zapopan, Av. Hidalgo 151, Zapopan, 45150, Jalisco, Mexico

Fri, Nov 22, 2024

8:00 AM - 8:00 AM	Departure to Tequila
9:45 AM - 11:15 AM	Visit Tequila Landscape Location: Campos de Agave
11:15 AM - 11:30 AM	BS and Cultural Heritage Location: José Cuervo Hacienda GRAN SALON
11:30 AM - 12:15 PM	Panel Session 6: Strategic Portfolios for Business Schools: Specialities vs. General Programs Location: José Cuervo Hacienda GRAN SALON
12:15 PM - 1:00 PM	Designing Innovative Programs for Your Business School, Tailored to the Unique Characteristics of Your Region Location: José Cuervo Hacienda GRAN SALON
1:00 PM - 2:00 PM	Networking Lunch Location: José Cuervo Hacienda ESPLANADA
2:00 PM - 3:00 PM	Tour of the La Rojenia Plant Location: La Rojenia

3:15 PM - 4:00 PM

Panel Session 7: How Business Schools Can Be a Key Actor and a Partner for Industry.

Location: José Cuervo Hacienda GRAN SALON

4:00 PM - 5:00 PM

Hands-on Activities and Discussions

4:00 PM - 5:00 PM

Best Practices from the Best Masters

5:30 PM - 8:00 PM

Tequila Tasting and Cocktail Experience

Location: José Cuervo Hacienda Tienda de Rayas

8:00 PM - 9:00 PM

Return to Guadalajara: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel

Sat, Nov 23, 2024

9:30 AM - 9:45 AM

Departure to the Center of Guadalajara

Location: Hotels: Quinta Real de Guadalajara and Hard Rock Hotel de Guadalajara

10:00 AM - 11:30 AM

Tematical City Tour

Location: Center of Guadalajara; Colonia Americana - Casonas

11:30 AM - 2:30 PM

Culture and Food Tour in Tlaquepaque

Location: Tlaquepaque

5:00 PM - 6:00 PM

Closing Fiesta with Mariachis

Location: Plaza de los Mariachis