THE ECLA PROGRAM
ENTREPRENEURSHIP AND COMPETITIVENESS IN LATIN AMERICA

THE ECLA PROGRAM was created by Columbia Business School exclusively for entrepreneurial leaders of mid-sized Latin American companies. The curriculum combines classroom training, online learning sessions, practical projects guided by world-class faculty members, and an international study tour. By completing the program, you’ll acquire essential tools and skills to expand your business beyond borders and compete as an entrepreneur in today’s global environment.
IMMEDIATE RESULTS, LONG-LASTING BENEFITS

Acquire tools and skills to grow your business beyond borders and lead change within your organization.

Pair your company with a faculty advisor to work on a process-improvement project with measurable results.

Build a strong network of entrepreneurs, industry coaches, and business leaders from around the world.

Gain international exposure to a region with a unique business and entrepreneurship culture.

Experience the ideal environment to share challenges with other peer entrepreneurs and benefit from professors’ expertise and insight.

Take the opportunity to step back and analyze your company from a distance.

Be part of the Columbia Business School alumni network of more than 42,000 executives across industries in over 120 countries.

Audit Columbia Business School classes at any time—a lifelong alumni privilege.

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PROGRAM PARTICIPANTS

Each participating company enrolls a team of two or three decision makers—CEOs, founders, managing directors, CFOs, and other leaders.

COMPANY PROFILE
- $2M+ annual revenue
- 20+ employees
- 5+ years in business
- Scalable business model
- Looking to expand beyond borders

PARTICIPANT PROFILE
- Proficient in English
- Bachelor’s degree required
- Global mindset
- Intellectual curiosity

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2016 JAN 03-15
NEW YORK

MODULE I
CLASSES ON CAMPUS
Two-week mini MBA tailored to entrepreneurs

2016 MAR 06-12
INDIA

MODULE II
STUDY TOUR
Week-long trip to visit companies and meet other entrepreneurs

2016 AUG 14-20
NEW YORK

MODULE III
ONLINE CLASSES
Monthly sessions focused on process improvement

2017 JAN 08-14
NEW YORK

MODULE VI
CLASSES ON CAMPUS
Week-long session focused on change implementation

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PROCESS-IMPROVEMENT PROJECT

PROBLEM DEFINITION
ANALYSIS AND SOLUTION DESIGN
IMPLEMENTATION

Six-month project under the guidance of a faculty advisor, focused on the improvement of one particular process in your company

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BUSINESS GROWTH PLAN

INDUSTRY ANALYSIS
OPPORTUNITY DEFINITION
EXECUTION PLAN

Four-month project with the support of a faculty advisor, focused on your company’s growth strategy
”The ECLA Program allowed me to convert our lab into a productive entity. As a result, I was able to structure and manage the firm properly, to make it grow.”

Pamela Chavez
Founder, Aguamarina
Chile

”Eighty-eight percent of alumni surveyed continue to use the process-improvement methodologies after graduating.”

Nelson Freiman
Program Director and Professor of Professional Practice
Columbia Business School

”Completing the ECLA Program is one of the best things I have ever done. The network of entrepreneurs and professors is invaluable.”

Ivan Barchese
Owner and CEO, Mextra
Brazil

”Seventy-three percent of alumni surveyed have entered into business collaborations with fellow ECLA participants.”

Javier Arredondo
Founder, Traviesas Media
Mexico

”Eighty-five percent of alumni surveyed said the program paid for itself within one year of graduation. Fifty percent indicated this happened before graduation.”

APPLY ONLINE
Go to gsb.columbia.edu/ecla and apply by October 31, 2015.

PROGRAM FEES
$35,000 for two participants
$40,000 for three participants

Feas cover tuition for participants, class materials, and hotel accommodations while in New York and India. It does not include air travel.

For program details and upcoming information sessions:
gsb.columbia.edu/ecla

ecla@gsb.columbia.edu  +1 212-854-4149

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