



BUSINESS

Entrepreneurship degree students will be taught by Facebook, Lyft, tech and media execs

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The Idea Center, Miami Dade College’s entrepreneurship hub, and TheVentureCity, a new internationally focused tech accelerator in Miami, partnered up to redesign MDC’s Associate in Science in Business Entrepreneurship degree. As a result, students will be taught by some of the region’s top business leaders.

In the two-year degree program, which kicked off Monday, the leaders will serve as instructors to mentor students in becoming visionary entrepreneurs who turn ideas into products, services, businesses and social ventures. “An engaged and supportive mentor has a transformative impact on a young person,” said Miami Dade College President Dr. Eduardo J. Padrón, in the news release.

Instructors include Adriana Cisneros, CEO of Cisneros; Francesca de Quesada Covey, Head of Platform Partnerships for Facebook in Latin America; Melissa Medina, executive vice president of eMerge Americas; Sam Cohen, GM for Lyft in Florida; and Laura Gonzalez-Estefani, CEO and founder of TheVentureCity.

Students will work with teams of their peers to bring ideas to life. Topics covered will include startup strategy and execution, product development, project management, digital and social media marketing, user experience design, human resources and team management and organizational development.

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TheVentureCity was founded by former executives of Facebook, Google, eBay and other leading companies. It launched its program at eMerge Americas in June, and at the time Gonzalez-Estefani said partnering with colleges and universities would be a pillar of its venture. The Idea Center at MDC launched in 2014. Some of its other programs include MarketHack, CREATE accelerator, CodePro, The Startup Challeng, and the Innovation Lab,

More information: mdc.edu/entrepreneurship

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