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**BRASFI**

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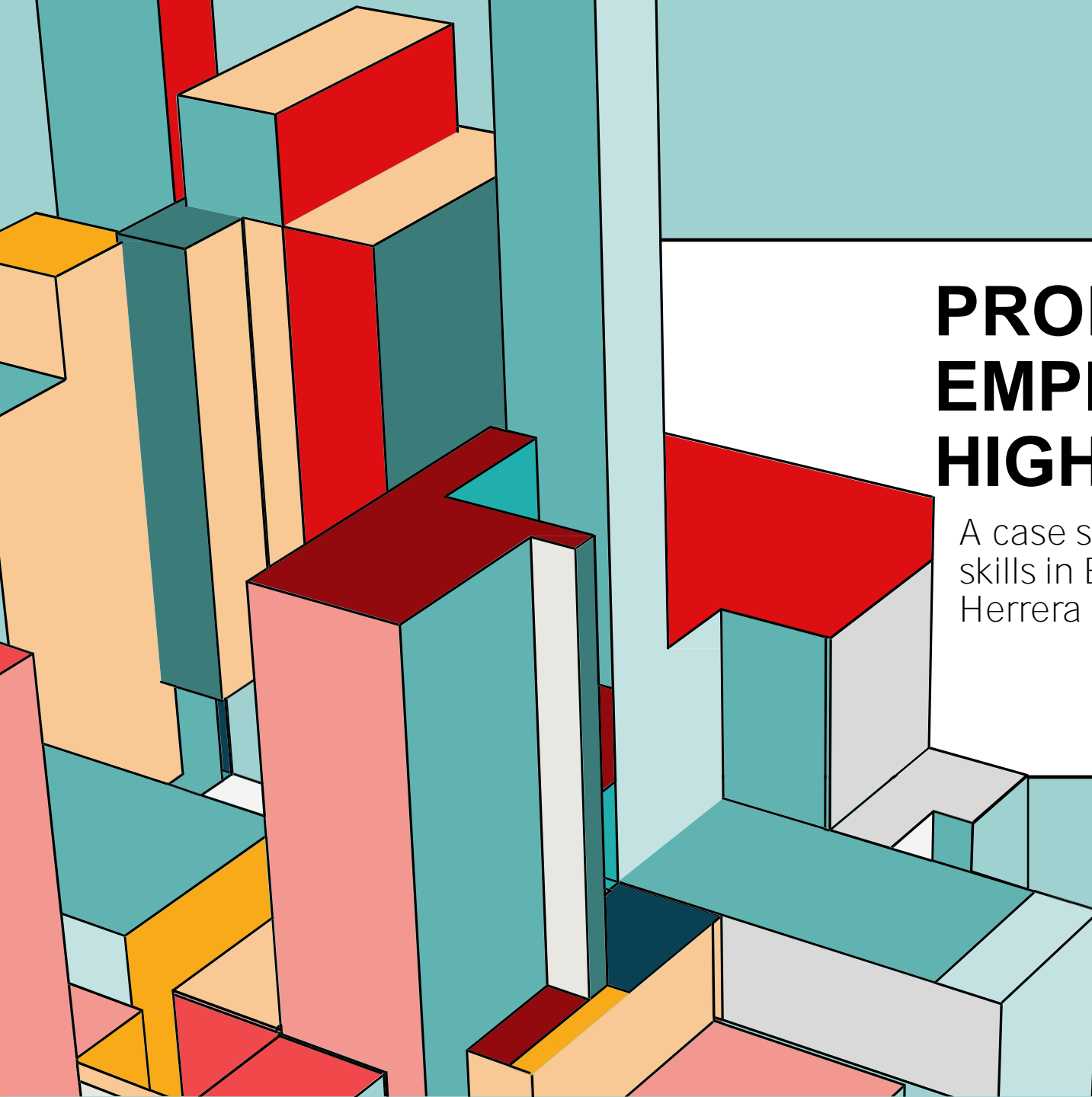
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<https://brasfi.org/>



# PROMOTING EMPLOYABILITY IN HIGHER EDUCATION:

A case study on boosting entrepreneurship skills in Escuela de Comunicación Mónica Herrera (ECMH) in El Salvador



ESCUELA DE COMUNICACIÓN  
MÓNICA HERRERA

# ¡Hola!

@frankcampos89



LinkedIn



## Frank Campos

Director of Executive Education (ExEd) at the Mónica Herrera School of Communication. Passionate about entrepreneurship, innovation and education |Co-founder of WhiteFox Consulting

Talks about #negocios and #emprendimiento

San Salvador, San Salvador, El Salvador · [Contact info](#)



Escuela de Comunicación  
Mónica Herrera



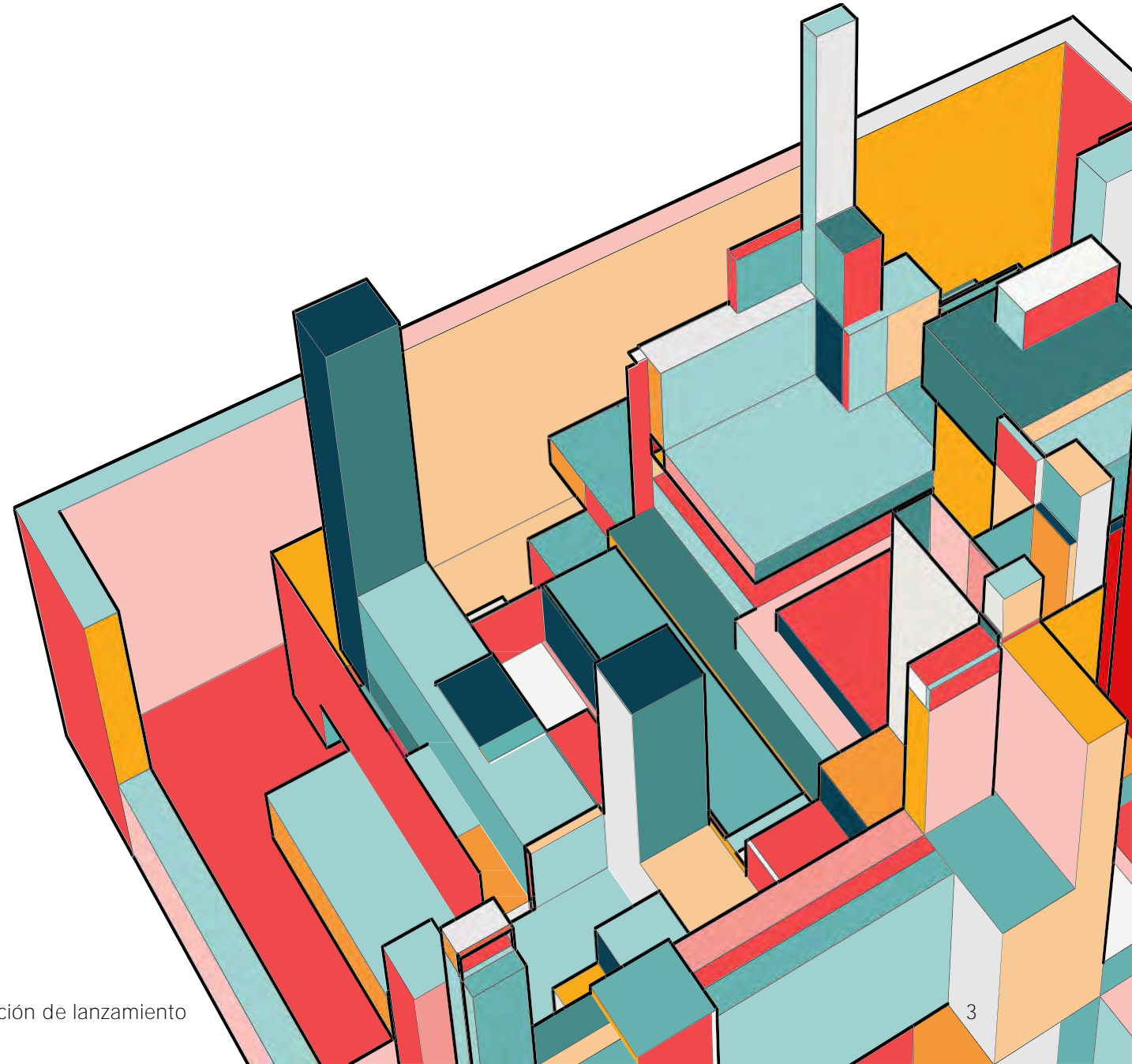
Universität Leipzig

Former coordinator of the Entrepreneurship Program & coordinator of the thesis in entrepreneurship format at the ECMH

# WHO WE ARE

The Mónica Herrera Communication Institute of Higher Education (Escuela de Comunicación Mónica Herrera - ECMH) is [part of a Latin American network of communication institutions.](#)

In El Salvador, its academic activities began on February 1995, becoming the third institution of the network. The first institution was established in 1979 in Santiago de Chile, followed by the institution in Guayaquil, Ecuador in 1992.





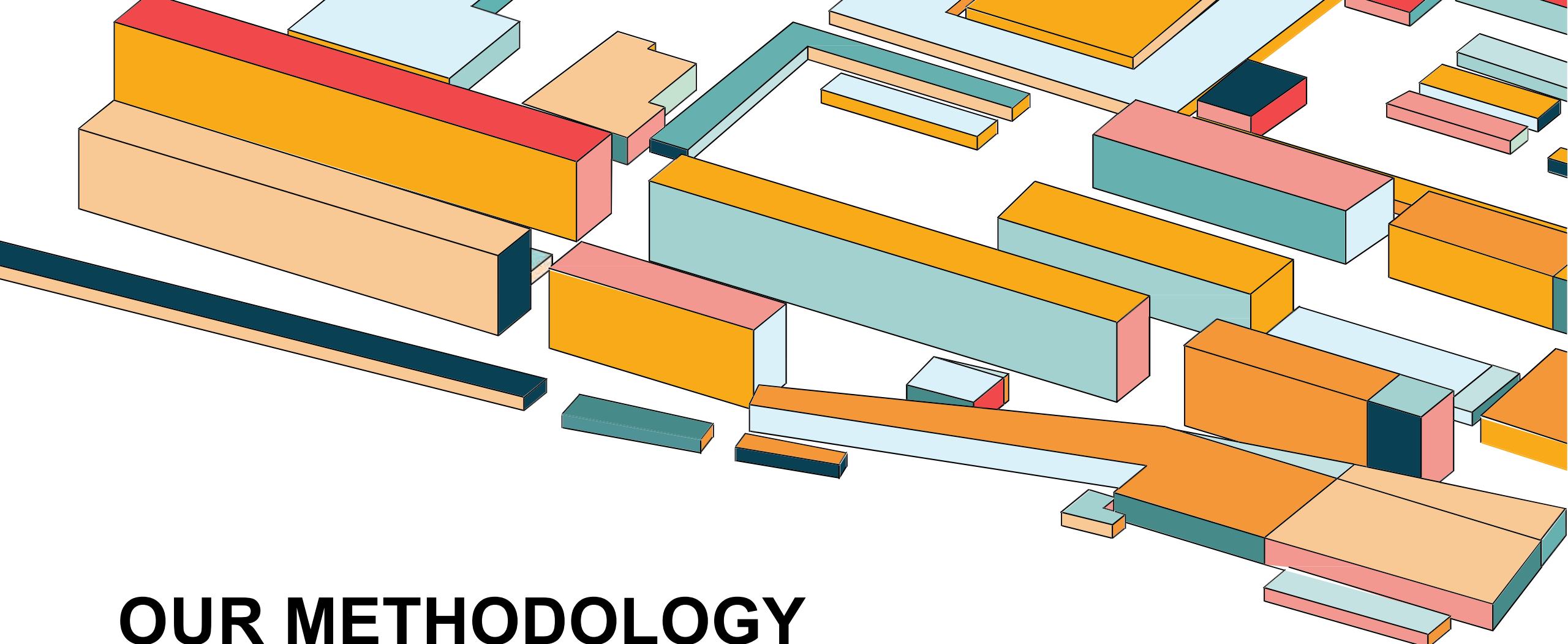


EL SALVADOR

ECUADOR

CHILE

OUR SCHOOL



# OUR METHODOLOGY

WE DESIGN AND DEVELOP EDUCATION PROGRAMS BASED ON  
COMPETENCIES THAT ARE REQUIRED BY TODAY'S MARKET.

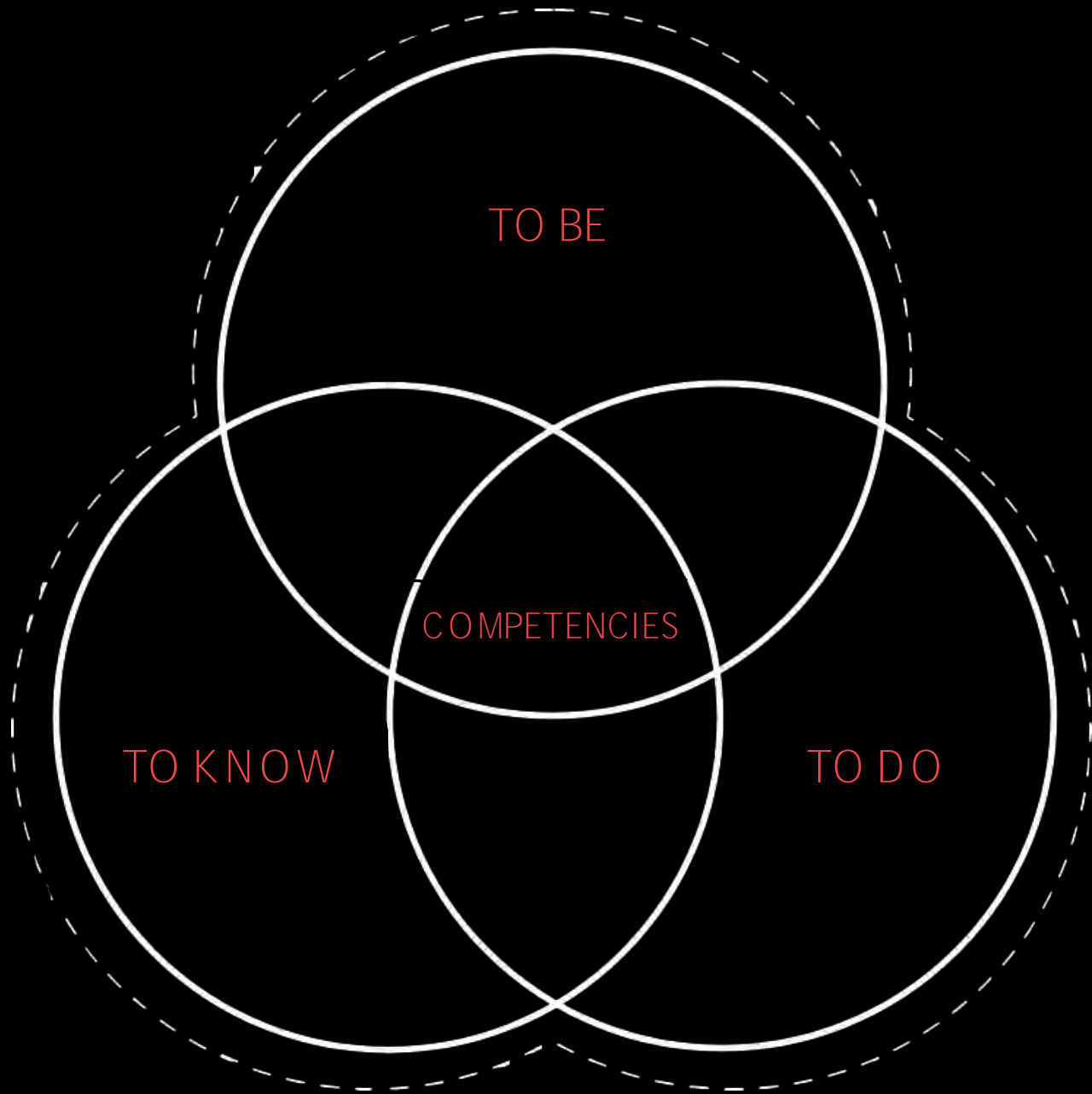


ESCUELA DE COMUNICACIÓN  
MÓNICA HERRERA

## OUR METHODOLOGY

Do you know what makes us different?: we join education to life. Our goal has always been to apply a learning methodology focused on academic rigor, but also on the practical application of knowledge. We call it: learning by doing.

At the School, the teacher is a facilitator of learning and you, as a student, learn from your own individuality and singularity.



# EDUCATIONAL GAMES

In order to evaluate our student´s learning, we test all the subjects they receive in different activities in a playful way, through **EDUCATIONAL GAMES.**

Each experience is designed according to the academic level in which they are.

CASOS



PUERTO  
LIMÓN



PUERTO  
NARANJA



CUATRO  
REAL



CIUDAD  
VERDE





# OUR STUDENTS

Our students are individuals with high creative and strategic capacity; **they are able to face and solve problems in a changing world.**

They possess artistic and entrepreneurial skills, with a passion for innovation and a need for continuous experimentation.

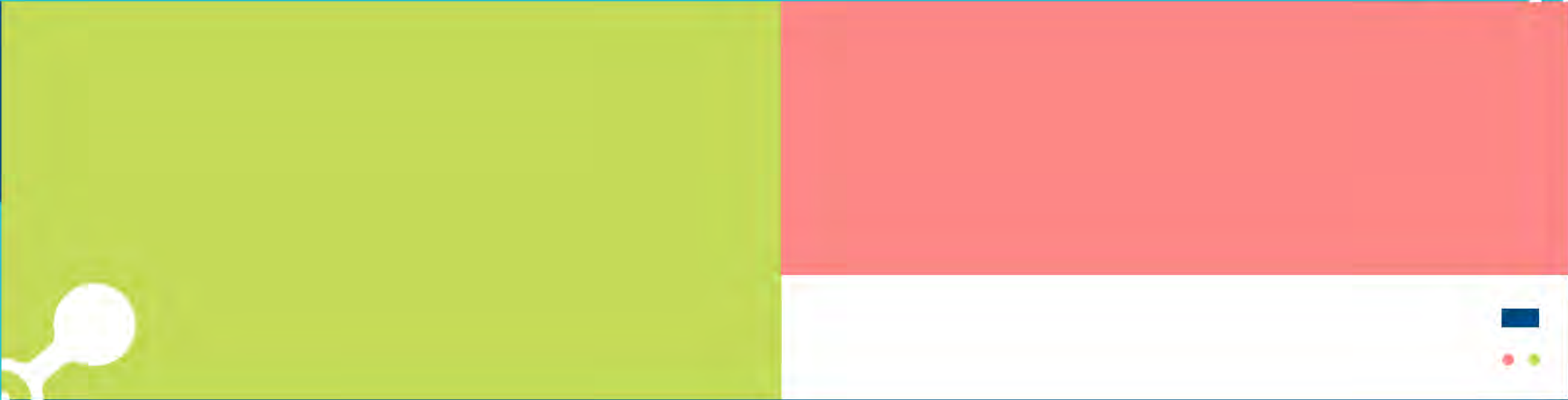




TRANSVERSAL SKILLS



# Transversal Skills in the ECMH



COMPETENCIAS



' HE CONTENT IS JUST THE EXCUSE "

---

**Mónica Herrera**  
Pedagoga chilena





**Transversal competencies:** abilities, skills, knowledge and values that are enduring over time and that are developed in the student throughout their career, regardless of the specific content of the subjects.



# TRANSVERSAL SKILLS AND DIMENSIONS



5

Competencias  
transversales



4

Dimensions for  
each skill



3

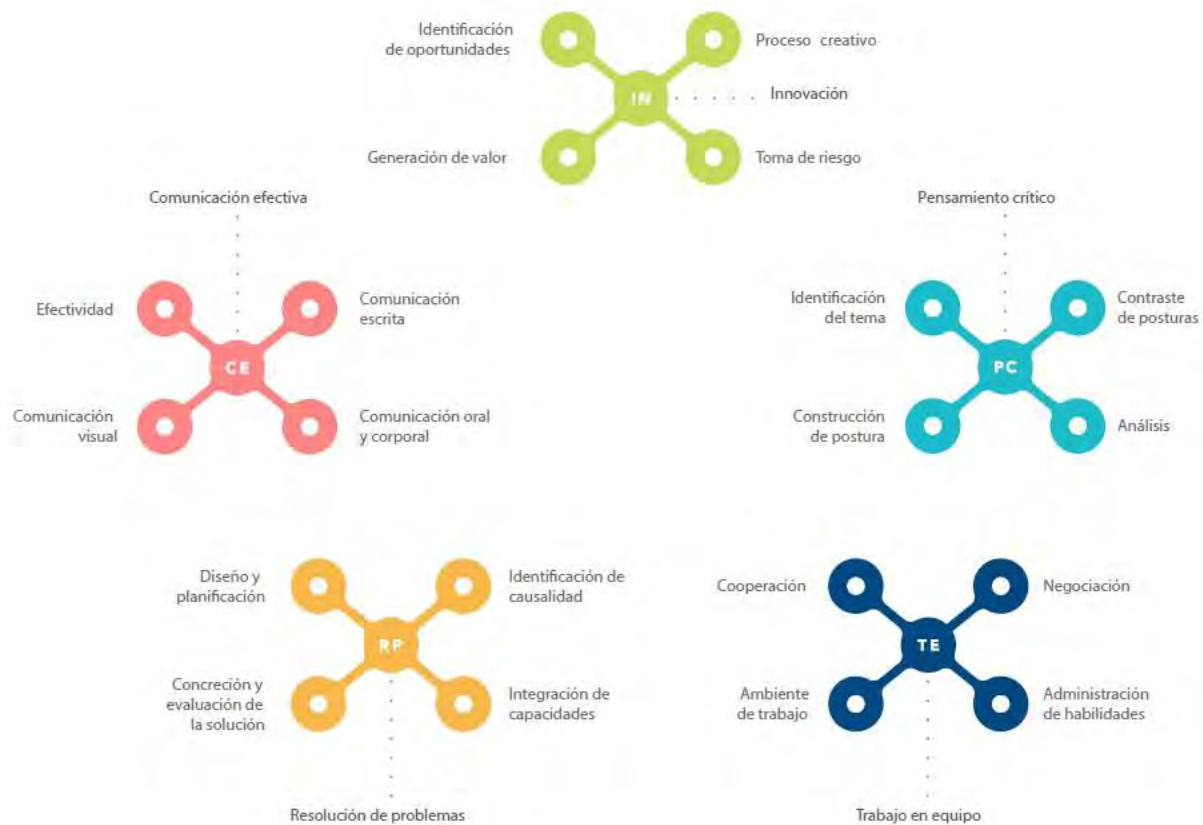
Domain  
levels



4

Performance  
ratings/grades



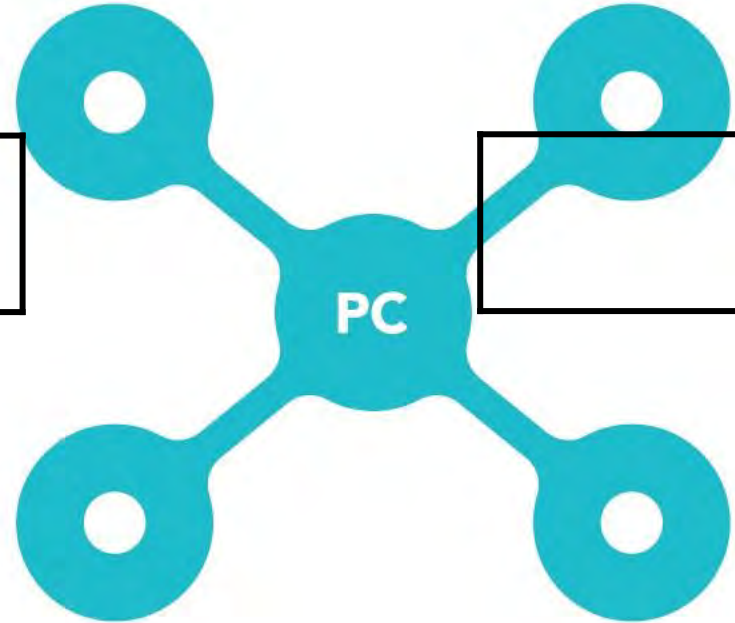


# CRITICAL THINKING



Identification  
of the  
subject

Posture  
contrast



Posture  
construction

Analysis

Ability and willingness to think  
for  
action autonomously,  
applying  
rational criteria

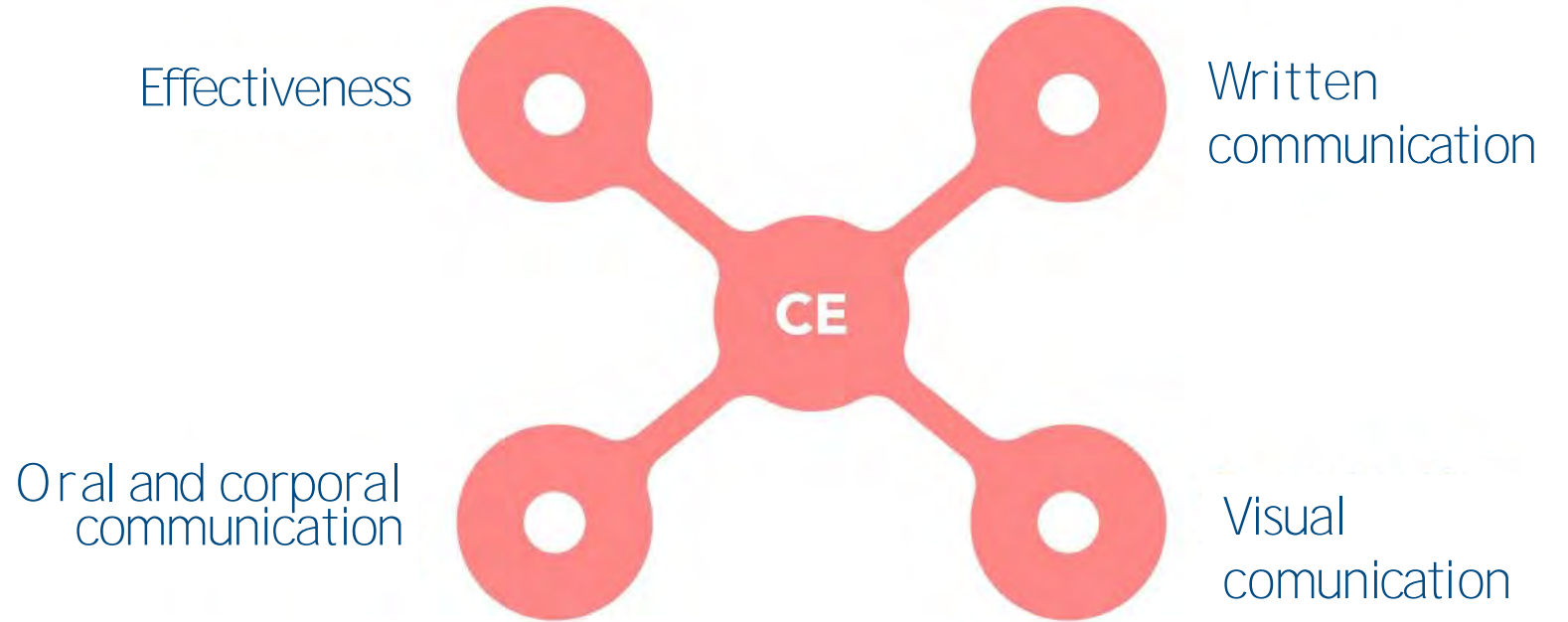




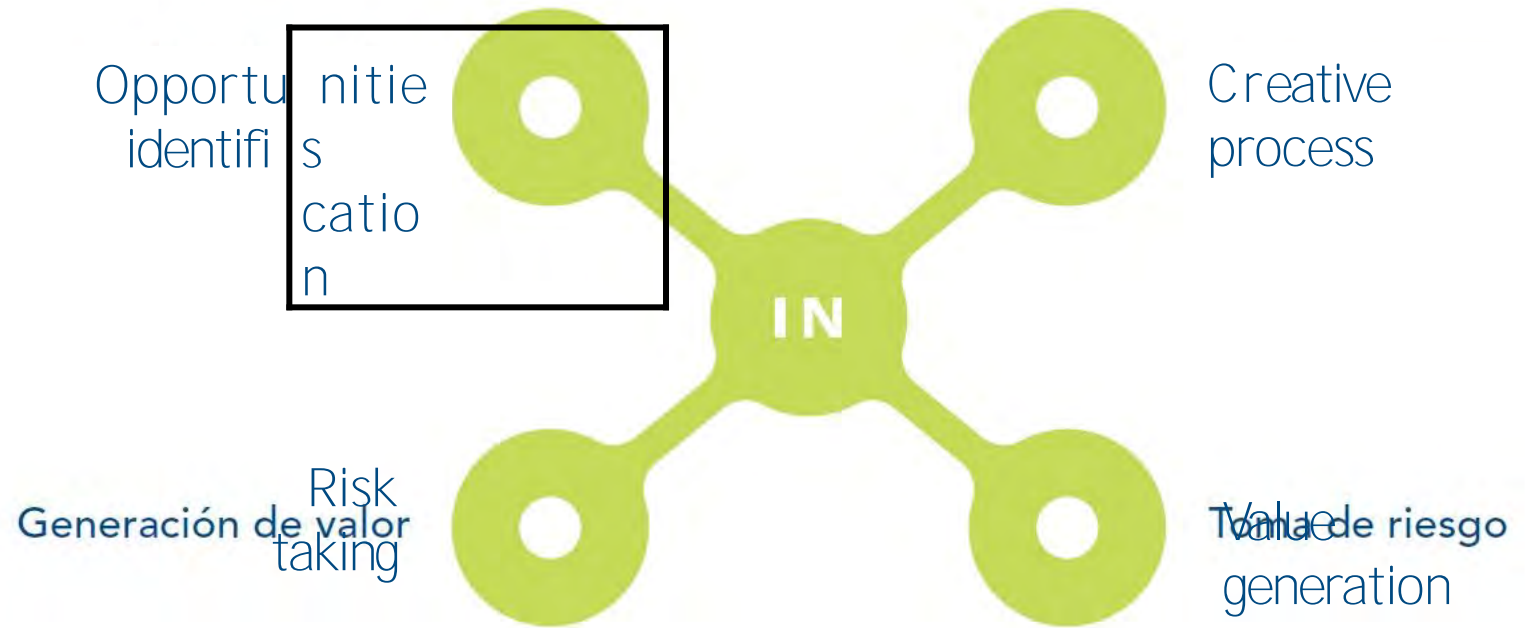


# EFFECTIVE COMMUNICATION

*Ability to effectively and empathetically share thoughts, ideas and concepts orally in writing and non-verbally*



# INNOVATION

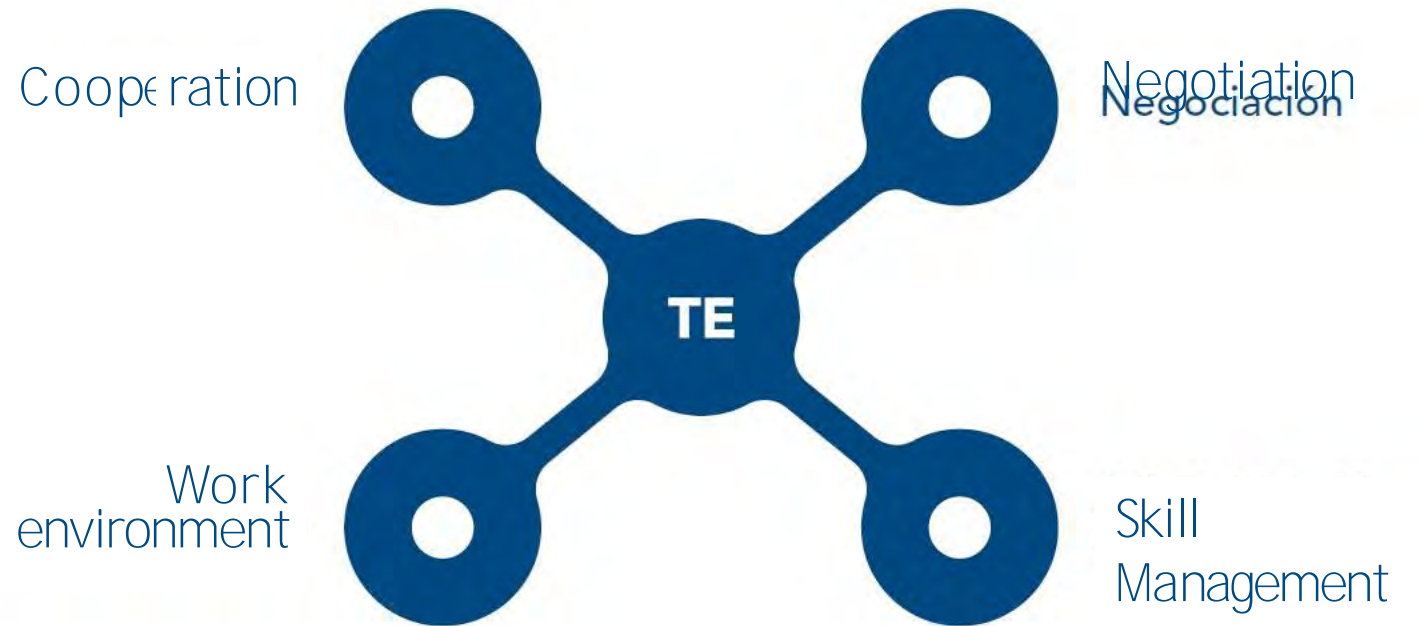


*Ability to transform creativity into original, profitable and viable proposals*

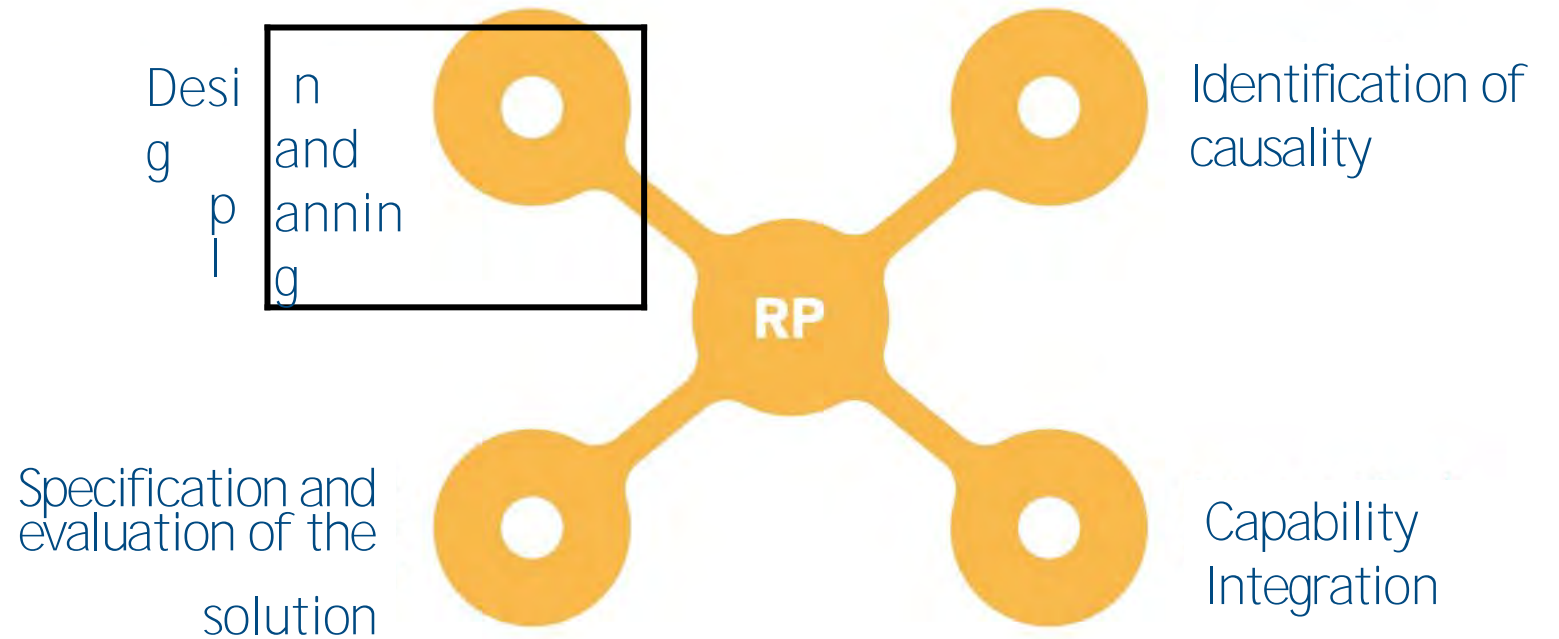


# TEAMWORK

*Ability to establish cooperative and collaborative relationships with other people, sharing knowledge and skills, and actively working to achieve common goals*



# PROBLEM RESOLUTION



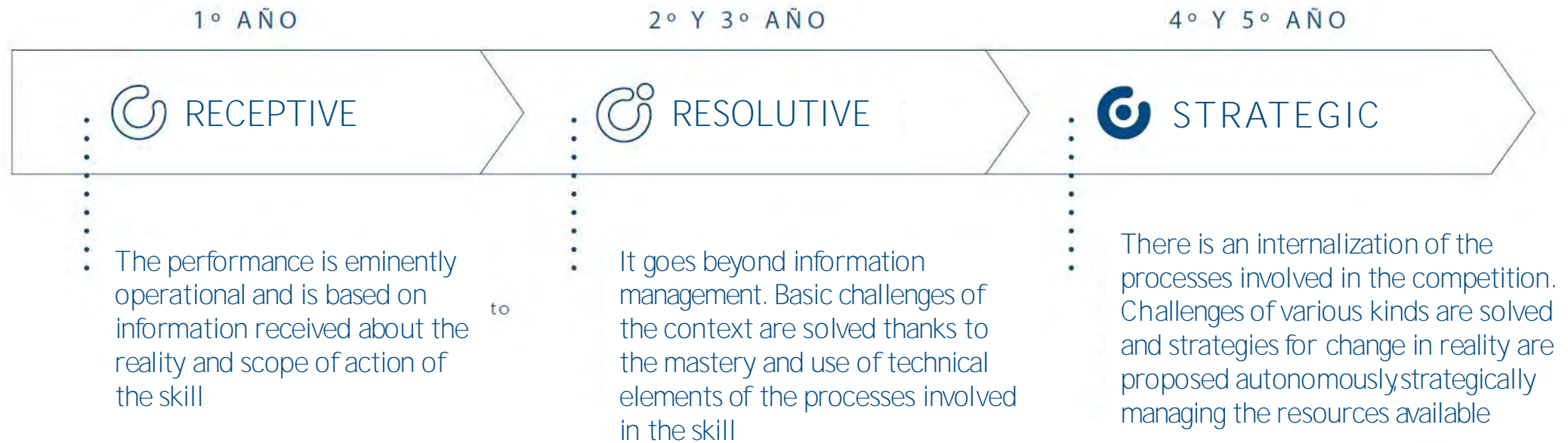
*Ability to design, plan and implement a process to generate solutions*





# DOMAIN LEVELS

# DOMAIN LEVELS



# PERFORMANCE RATINGS

# PERFORMANCE RATINGS (GRADES)





**QUE EL MUNDO  
NO PUEDA VIVIR  
SIN TUS IDEAS**



PROGRAMA

# em pren de

A case study on boosting entrepreneurship skills  
in Escuela de Comunicación Mónica Herrera  
(ECMH) in El Salvador



PROGRAMA  
**em  
pren  
de**

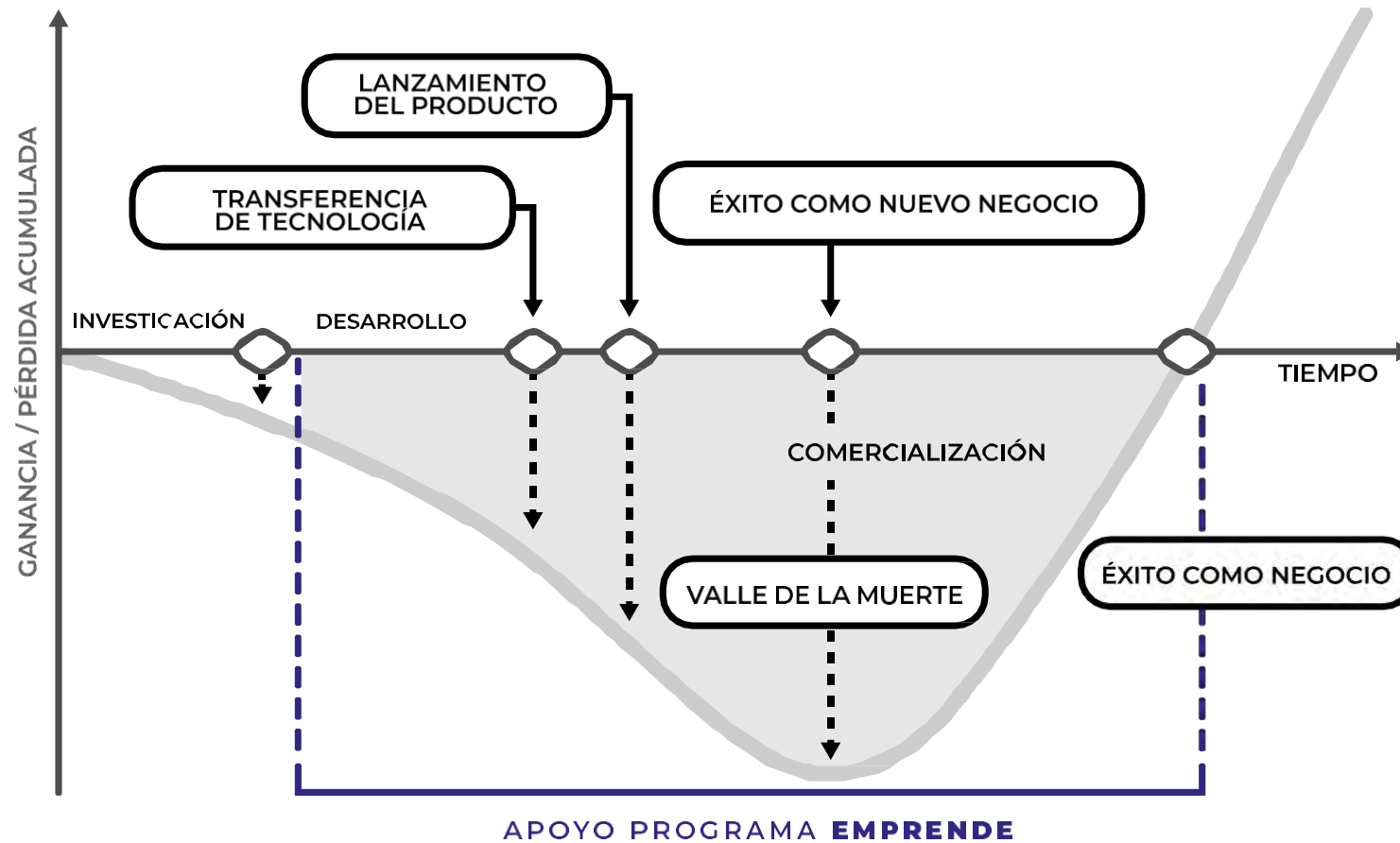
## OUR GOAL:

*To promote innovation and entrepreneurship in the community of the Mónica Herrera School of Communication (students and alumni) and **generate the tools** that allow the promotion of the new generation of entrepreneurs and intra-entrepreneurs in El Salvador.*

## About us:

The **Emprende Program** is the ECMH initiative created to inspire and support all members of the community, students and alumni, with an interest in developing entrepreneurial projects.

# FOCUS: THAT OUR ENTREPRENEURS MAY SURVIVE THE "VALLEY OF DEATH"

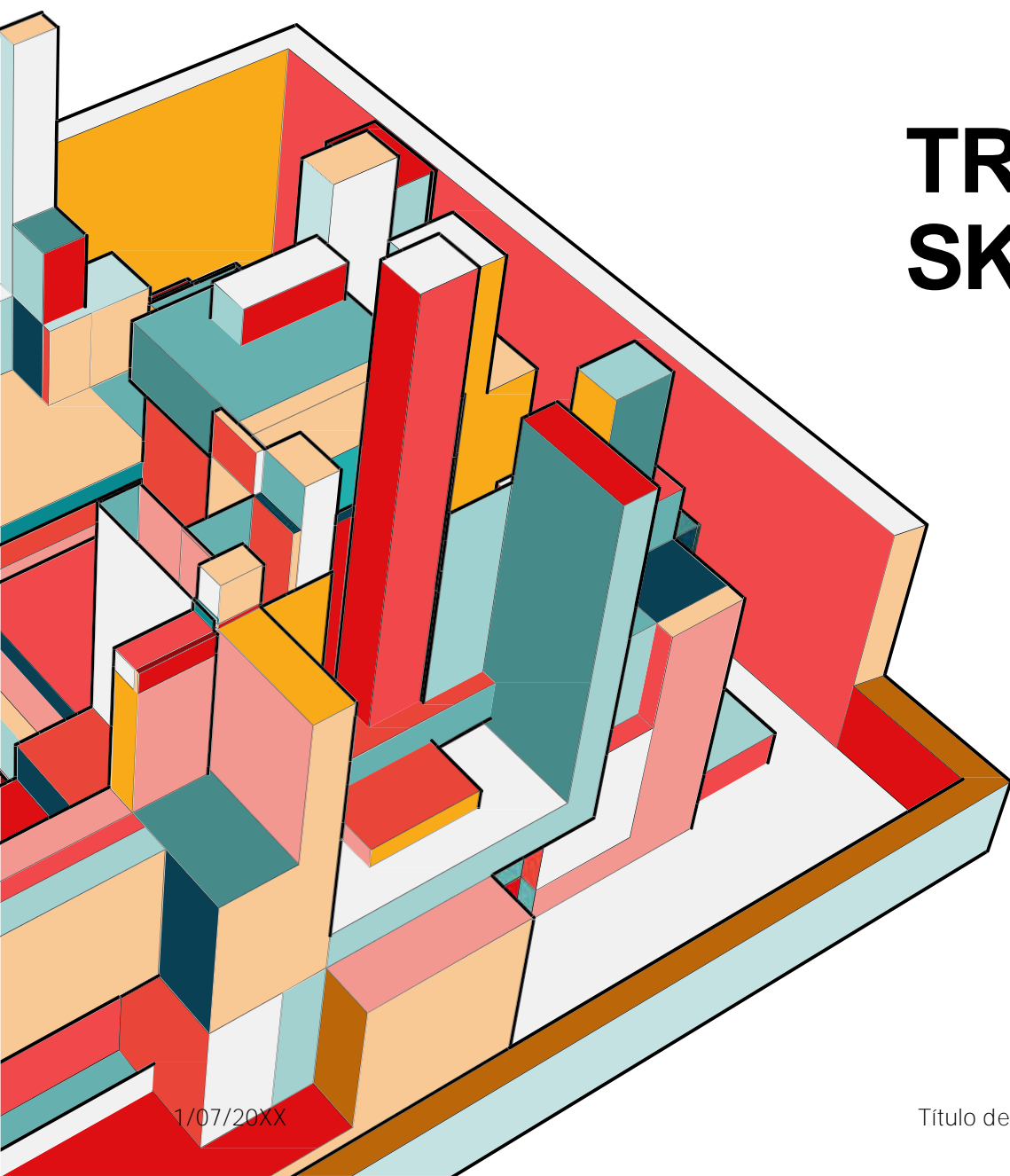




# What are the skills needed to make this happen?

QUICK QUESTION

PROGRAMA  
**em**  
**pren**  
**de**



# TRANSVERSAL SKILLS:

1. Critical thinking

2. Effective communication

3. Problem resolution

4. Innovation

5. Teamwork

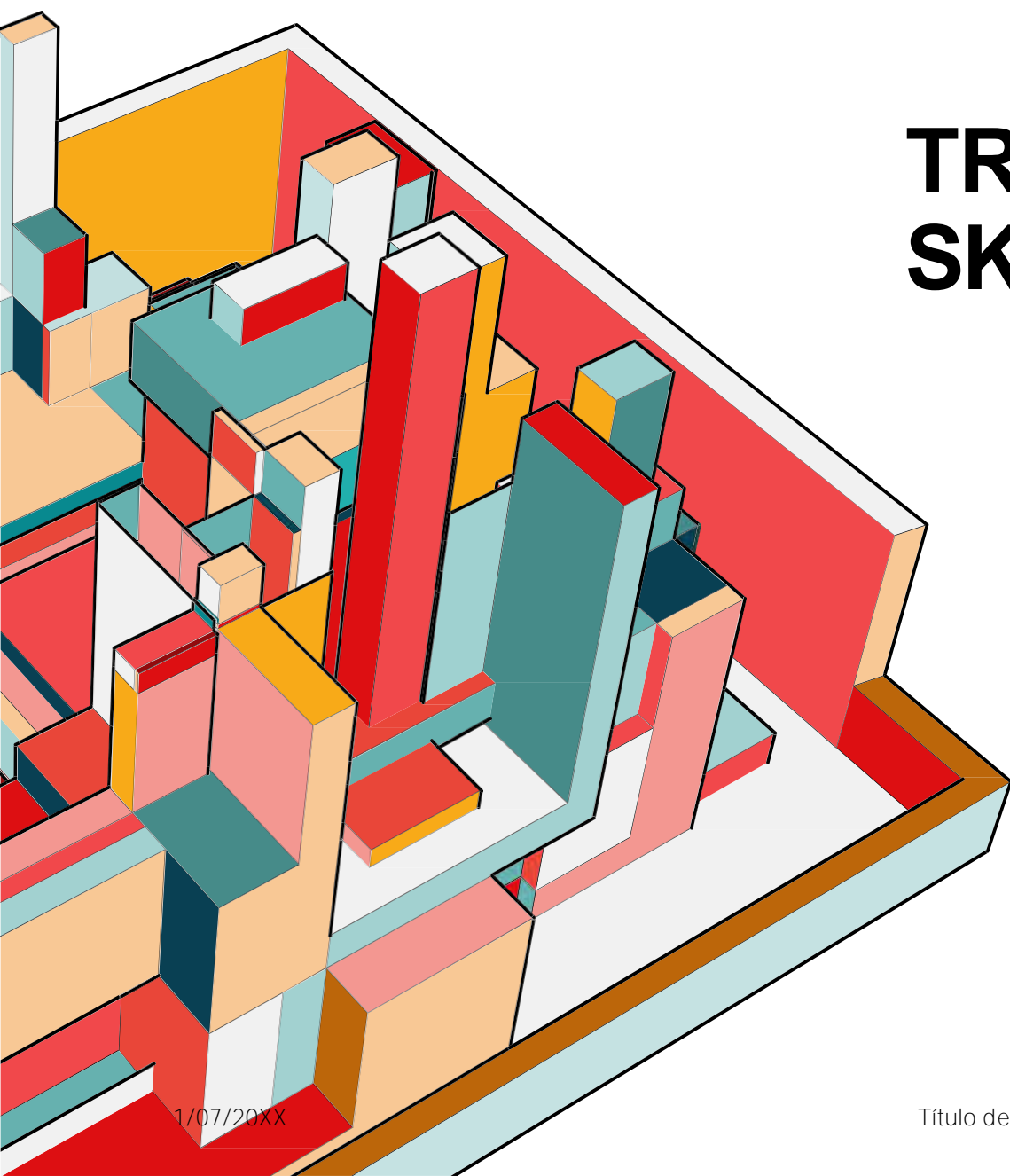


# Heil



*Nombre/Organización  
Expectativas del taller*





# TRANSVERSAL SKILLS:

1. Critical thinking

2. Effective communication

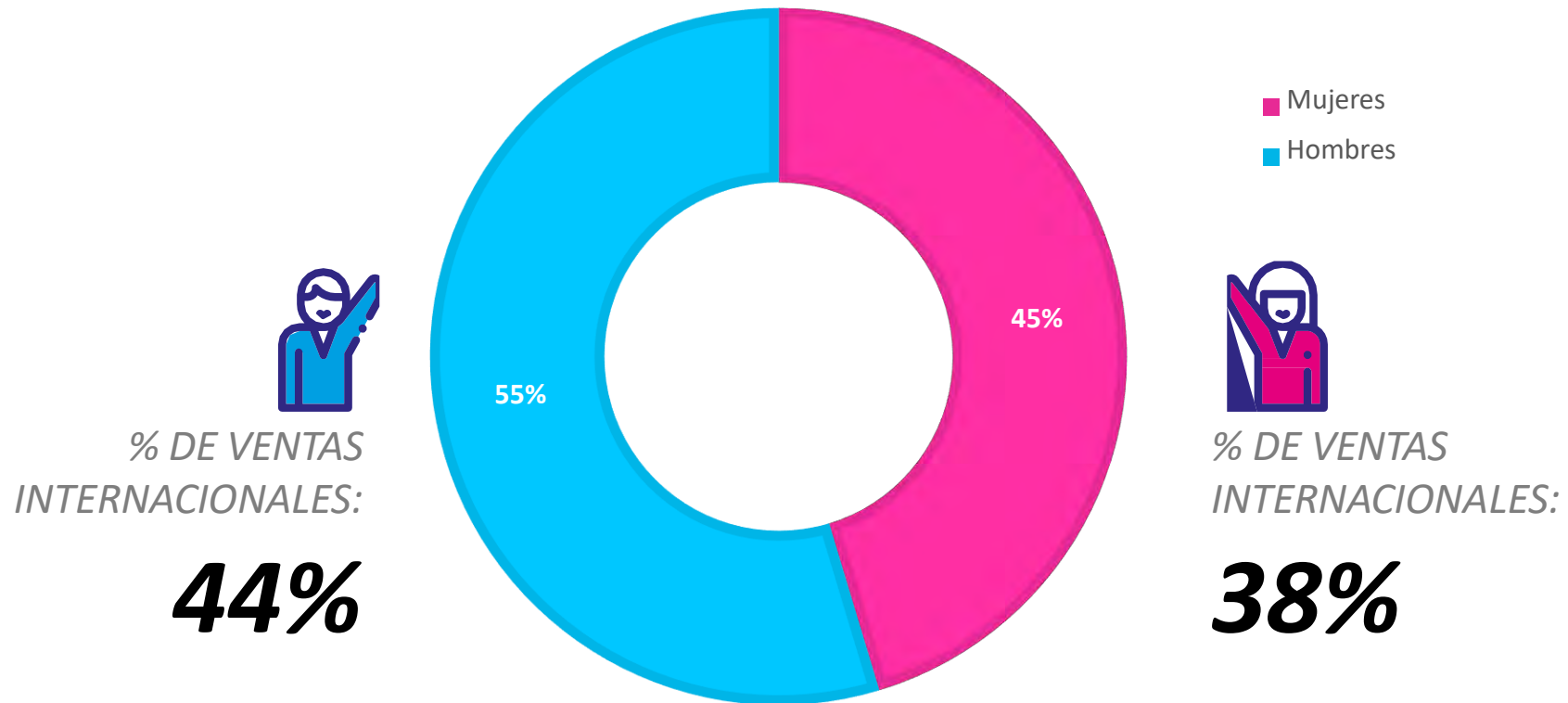
3. Problem resolution

4. Innovation

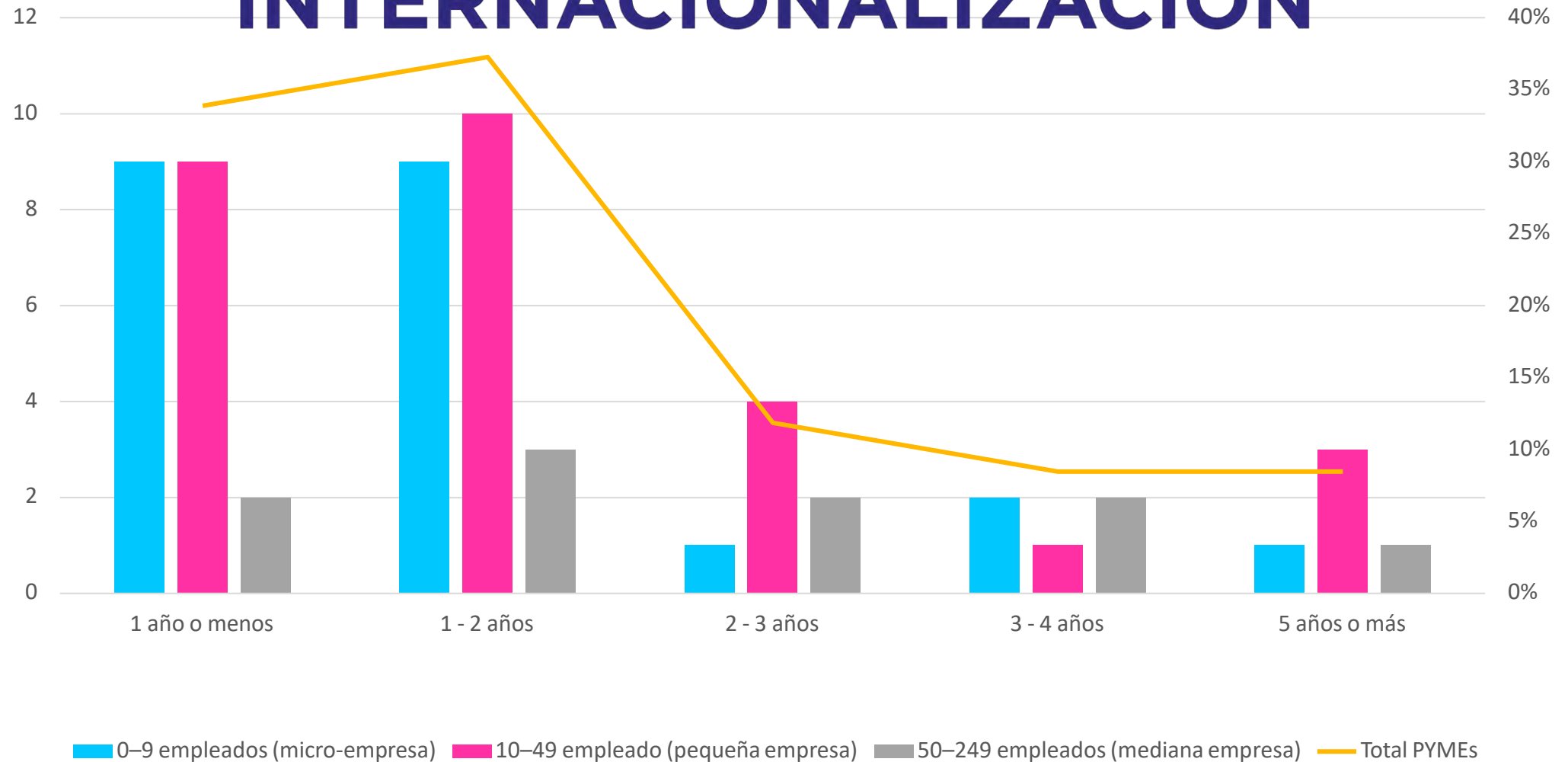
5. Teamwork

# RESULTADOS DE LA INVESTIGACION

## GÉNERO



# VELOCIDAD DE INTERNACIONALIZACIÓN



# RESULTADOS DE LA INVESTIGACIÓN

## Proporción de ventas de exportaciones

TIPO DE EMPRESA	INTENSIDAD (EXPORTACIÓN)
0-9 EMPLEADOS (MICROEMPRESA)	<b>41%</b>
10-49 EMPLEADOS (PEQUEÑA EMPRESA)	<b>36%</b>
50-249 EMPLEADOS (MEDIANA EMPRESA)	<b>58%</b>
<b>INTENSIDAD MEDIA DE EXPORTACIÓN DE LAS PYMES</b>	<b>41.20%</b>

*n = 86 SME's*