



Prospectus

Entrepreneurship in Action

adsm
كلية أبوظبي للإدارة
ABU DHABI SCHOOL OF MANAGEMENT

إحدى مؤسسات



غرفة أبوظبي
"ABU DHABI CHAMBER"



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Entrepreneurship is higher education's authentic and natural ally. An entrepreneurial education is an enabling education. The union of the two is our best hope to bring humanity the greatest benefit from the finest outcomes of independent and creative learning.

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Kaufmann Panel on Entrepreneurship Curriculum in Higher Education, 2006

The Abu Dhabi School of Management

The Abu Dhabi School of Management's vision is to become the leading internationally benchmarked institute of higher learning in the UAE and Gulf region, offering graduate management degrees within an entrepreneurial ecosystem.

As we have globally entered into an entirely new economy, it logically follows that we need an entirely new approach to management. Where the old economy relied on production and labor, the new economy relies on knowledge and innovation. As such, managers will have to learn to create, optimize, adapt, and innovate. In other words, managers will have to become entrepreneurs. By educating students to become entrepreneurial managers, we aim to indoctrinate graduates with a unique mode of thought and action which is cross-applicable to any sector or initiative.

The Abu Dhabi School of Management seeks to produce a new cadre of entrepreneurial managers – highly talented graduates equipped in the science of management who take the lead in innovating, improving, and enhancing their environments - whether they find themselves in a start-up venture, a corporation, a governmental organization, or whether it is the community at large.

A photograph of a building facade. On the left, a white wall features a small black lantern-style light fixture. Below it is a green logo consisting of the letters 'adsm' in a bold, lowercase font. Underneath the logo is the Arabic text 'مدرسة إدارة الأعمال' and the English text 'DHABI SCHOOL OF MANAGEMENT'. To the right, a large, ornate archway with intricate black metalwork is visible. In the foreground, there are several blades of green and yellow grass, some of which are out of focus. The overall scene is brightly lit, suggesting daytime.

adsm
مدرسة إدارة الأعمال
DHABI SCHOOL OF MANAGEMENT

Core Values

To Enhance the Learning Experience

A vital function of the School is to educate students to appreciate the complexities of the human experience and to prepare them to engage actively, entrepreneurially and productively both in their careers and as global citizens of their communities. Recruiting qualified students and providing them with an entrepreneurial education are keys to our broad mission and to our success as an innovative, high quality educational institute. The academic programs and experience we offer must be appropriate to the aspirations and futures of our students, and must meet society's need for the qualified global knowledge worker.

To Enhance Research, Discovery and Creativity

ADSM is distinguished by its focus on leadership and entrepreneurship from economic and cultural perspectives of the Emirate of Abu Dhabi and of the UAE. The School achieves this focal breadth through a unique "academic model" which integrates advances in business and management education, research & development methods, the Abu Dhabi Policy Agenda and Abu Dhabi Chamber's mandate. Fundamental to this model is the role research plays in creating new knowledge and understanding global business and management best practices. Equally fundamental is the implementation of such practices in Abu Dhabi, documenting, synthesizing, and disseminating them in the community in the form of research papers, short articles, whitepapers, seminars, workshops, and conferences for the benefit of the Emirate of Abu Dhabi, the UAE, and the Gulf region.

To Promote Entrepreneurialism

Comprehending and resolving today's increasingly complex socio-economic issues warrants an interdisciplinary approach. Our students acquire a solid interdisciplinary background as entrepreneurialism is inherently an interdisciplinary study. The 2006 Kauffman Panel on Entrepreneurship Curriculum in Higher Education explains that "As a magnet for the authentic integration of varied fields of learning and as a bridge between theory and practice, entrepreneurship is a superb vehicle with which to achieve the aims of the broad, effective, and integrated learning that marks a strong college education."

To Support the Socio-Economic Development of Abu Dhabi

The Abu Dhabi School of Management's academic, research, and supporting programs are strategically aligned with the Abu Dhabi Policy Agenda and the mandate of the Abu Dhabi Chamber, which aim to achieve a secure society and dynamic open economy.



Serving Abu Dhabi and the UAE

The Abu Dhabi School of Management strategically aligns with the Abu Dhabi Policy Agenda and the mandate of the Abu Dhabi Chamber – both of which serve as proactive engines of sustainable socio-economic growth for the Emirate of Abu Dhabi.

Strategic Alignment with the Abu Dhabi Policy Agenda

This instrumental document is held as the government's prime source of information regarding its current and future goals, initiatives, programs, policies and aspirations. The Agenda enumerates nine pillars which are essential for the establishment of a secure society and dynamic, open economy. The pillars which the School directly supports are:

- Premium Education
- Creation of a Sustainable Knowledge-based Economy
- A Large Empowered Private Sector
- Maintenance of Abu Dhabi's Values, Culture And Heritage



Strategic Alignment with the Abu Dhabi Chamber

Through its focus on management and entrepreneurship, ADSM will support the Chamber's efforts to strengthen and diversify the private sector, thereby aligning with this key pillar of the Agenda. Within the economics regime, it seems well established that there exists a direct relationship between strong management competencies, entrepreneurship and economic development and diversification for both developed and developing nations.

It is distinctively the managing entrepreneur's ability to commercialize innovation which results in the creation of new enterprise, new jobs, new goods & services, new markets, diversification, an increase in productivity and competition, and further innovation – all of which operate as independent yet interrelated engines of private sector growth and diversification.



Entrepreneurial Ecosystem

In seeking to produce a new generation of entrepreneurial managers, it is not sufficient for students to merely complete a few courses or workshops on entrepreneurship. Because the ultimate objective is to instill within the student an entrepreneurial ethic, the means by which we succeed in such an endeavor is to completely immerse the student within an entrepreneurial ecosystem.



Degree Programs

Master of Business Administration (MBA)

Aimed at prospective MBAs who demonstrate entrepreneurial behaviors, we develop global leaders with both a strong business foundation as well as an entrepreneurial mindset. We do this by combining a holistic integration of the traditional business disciplines interwoven with our approach to teaching the entrepreneurial thought process. As a result, our graduates succeed across the entire spectrum of global organizations needing leaders with: a relentless bias for action, an ability to create opportunities in a variety of context, and the entrepreneurial skill to ultimately drive results and run businesses.

ADSM's MBA program places a heavy emphasis on action learning using Signature Learning Experiences which will have students use their learning to create a new economic or social venture or solve a real world problem in a real organization.

Signature Learning Experience

ADSM's Signature Learning Experience provides students with an opportunity to experience the full Business Cycle, from start to harvest, through action learning. Specifically, the SLEs:

- Allow students to experience Entrepreneurial Thought and Action;
- Give relevance and context to primary course material;
- Are supported by Just-in-Time self learning modules that build practical knowledge and skills;
- Demonstrate the interdisciplinary nature of business; and
- Develop soft-skills such as team work, interpersonal communications, formal presentations, time management motivation.



Supporting Programs

Research & Sponsored Programs

ADSM will engage in substantial research activity to contribute to the understanding of global business and management best practices. ADSM's promotion and heightened focus on research activity will not only contribute to the advancement of the knowledge-base and innovation within the School, but will also form the nucleus of a research community to help increase the intellectual capital of Abu Dhabi and enable the Emirate to maintain competitiveness within the new global knowledge economy and secure its position as an educational hub of the region and the world.

Visiting Scholars & International Summer Program

ADSM promotes exchange opportunities through its Visiting Scholars and Student Exchange programs. The Visiting Scholars program will promote institutional linkages with universities around the globe and invite scholars, faculty, junior-faculty and advanced graduate level degree candidates to participate in ADSM activities and to conduct research. The International Summer Program will offer study opportunities to ADSM graduate students at high profile, well established international institutions.

Executive Education

ADSM will offer a specialized Executive Education program consisting of hands-on workshops, seminars, business gaming, short courses, networking opportunities and quality circles to help executives undertake complex management responsibilities and to succeed within the most challenging roles.

Emerging Models of Corporate Entrepreneurship

Indicated

Resource Authority

The Enabler

The Company provides funding and Senior executive attention to prospective projects.

e.g. Google

The Producer

The Company establishes & supports a full group with a mission for Corp Entrepreneurship

e.g. Cargill

The Opportunist

The Advocate

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Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principles of successful innovation.

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Peter F. Drucker

Management Expert, Professor and Writer



Abu Dhabi School of Management Key Features:

- World-Renowned Faculty
- Master of Business Administration (MBA)
- Executive Education
- Entrepreneurial ecosystem
- State-of-the-Art Facilities
- Faculty Exchange and International Summer Programs

The Abu Dhabi School of Management attempts to ensure the information contained in this brochure is correct at the time of publication (Aug 2016); however, sections may be amended without notice in response to changing circumstances or for any other reason. Visit the ADSM website or contact the School for any updated information.



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