Master of Business Administration

Entrepreneurship in Action

ABU DHABI SCHOOL OF MANAGEMENT
At ADSM, I learned how to develop my ideas and how to put them into action.

Fatema Saif Al Badi
Class of 2017
The Abu Dhabi School of Management

The vision of the Abu Dhabi School of Management is to be a center of excellence for entrepreneurship, leadership and management through the discovery and dissemination of knowledge. The School offers higher education that is aligned with the Abu Dhabi 2030 Vision. ADSM 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, or a governmental organization, the alumni of ADSM attain and refine the knowledge and skills required to contribute to the economy and the community at large. The initial program offering of ADSM was an MBA program, which was launched in 2013. With the graduation of the first cohorts of this program, ADSM has worked to expand its program portfolio to new areas to meet the needs of the Emirate of Abu Dhabi, its residents, and the economy. In the Fall of 2016, ADSM launched the Master of Science in Quality and Business Excellence, and in Spring 2017, ADSM further expanded its program portfolio to offer a Master of Science in Leadership and Organizational Development program. Continuing ADSM’s growth the Master of Science in Business Analytics was introduced in Fall 2018.
ADSM’s MBA program is one of the critical links in fulfilling ADSM’s mission to develop entrepreneurial managers who can enhance the existing managerial capacity and also to encourage the growth of entrepreneurial ventures in the UAE.

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. The MBA program curriculum transforms students into entrepreneurial managers through:

- A focus on innovation, transcending boundaries, and discovering potential.
- Courses that cover business foundations.
- An integrated and applied holistic management perspective.
- A thorough exploration into general business management areas.
- Work-related, real-world application of knowledge gained throughout the MBA experience.
Program Learning Outcomes

Entrepreneurial and Innovative Thinking
ADSM MBA graduates can critically evaluate opportunities in variety of contexts using innovative approaches to create value for stakeholders and society.

Ethics and Social Responsibility
ADSM MBA graduates demonstrate the ability to make decisions based on ethical values and social awareness.

Integration
ADSM MBA graduates experiment with multiple theories and functional perspectives for the interpretation of comprehensive challenges to the business environment.

Global Perspective
ADSM MBA graduates select appropriate research instruments to address domestic factors and drivers in the global context.

Business Acumen
ADSM MBA graduates combine relevant theoretical advances with functional business skills to construct timely and informed decisions.

Teamwork
ADSM MBA graduates defend arguments using effective teamwork, value diverse perspectives and skills, and deploy a variety of roles to accomplish team goals.
The Signature Learning Experience (SLE)

ADSM’s MBA program incorporates Signature Learning Experiences (SLEs) into the curriculum to develop entrepreneurial leaders. These educational experiences occur throughout the program, giving students the opportunity to integrate the knowledge gained in the classroom and apply it to entrepreneurial decision making. The focus is not only on the development of the business skills necessary to be successful in an ever-changing global environment, but also to give the students the skill sets necessary to manage themselves and others in this context. The SLEs also emphasize the importance of strong communication skills, plus an ethical and societal approach to decision making, all in the context of a global economic environment. Here are a few examples of how these experiences are brought to life.

**Idea Creation**

Creating is the first step in Entrepreneurial Thought and Action. Students will explore and experience something new as they are challenged to take risks, make a difference, and to be innovative and unconventional. Student groups will develop and deliver a creativity presentation to their MBA peers, faculty, and the ADSM community.

**Team Building**

Students tackle the question of how to build effective teams. Through a range of activities, students gain insights into their own and into their peers’ behavior in teams. Students also have an opportunity to practice giving and receiving feedback, and use tools to help others contribute positively to team endeavors.

**Feasibility Analysis**

Once students have an idea in mind, the next step is to analyze its feasibility. Feasibility is critical, whether one is interested in new venture creation, corporate or social entrepreneurship, or any new project or process. In this project, students work to understand the customer group and its needs, assess the durability of the opportunity, understand the competitive landscape and identify possible business models that provide value to both the business and its stakeholders.
Program Contents

Core Courses
The common body of knowledge of the ADSM MBA program is a set of thirteen core courses. These courses provide the functional area concepts and skills representing a diverse range of management topics. Students are required to pass all core courses in order to be eligible for graduation from the program.

Signature Learning Experience
The Signature Learning Experience (SLE) is a set of three experiential courses where teams of students design, develop and prepare to launch innovative products or service solutions. The SLE runs throughout the MBA program, giving students the opportunity to apply and integrate the materials learned during the core program courses. Because the SLE is an essential element of the ADSM MBA, successful passage through all three semesters of the SLE are required for graduation.

Elective Courses
Students take two elective courses during the program. These provide additional scope to the depth of knowledge presented in the program.
The MBA program consists of 33 credit hours. Students in the program take 13 core courses, a total of two elective courses, and three sections of the Signature Learning Experience (SLE).

Delivery of the core and elective courses is in a module format, consisting of a pre-reading session one week before a set of classes (Wednesday, Thursday, Friday, and Saturday), followed by a breakout session usually on the Wednesday immediately following the set of classes. Final projects are due two weeks following the final class meeting to give students additional time to absorb and reflect on the course materials. Attendance at all sessions and completion of the pre-reading session are required for all courses.

Delivery of the Signature Learning Experience combines class sessions, group meetings with the SLE tutor, and group presentations each term of the program. The SLE concludes with a public presentation that provides students with an opportunity to pitch their group projects to members of the public.
### MBA Core Courses (All Required for Graduation)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ELT 6210</td>
<td>Innovation</td>
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<tr>
<td>EPS 6110</td>
<td>Entrepreneurship</td>
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<tr>
<td>RES 6110</td>
<td>Research Methods for Business</td>
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<tr>
<td>MKT 6210</td>
<td>Marketing</td>
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<tr>
<td>MGT 6410</td>
<td>Strategy</td>
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<tr>
<td>LAW 6410</td>
<td>UAE Legal and Regulatory Framework</td>
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<tr>
<td>OB 6210</td>
<td>Organizational Behavior</td>
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<tr>
<td>ECN 6410</td>
<td>Managerial Economics</td>
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<tr>
<td>OPS 6310</td>
<td>Operations Management</td>
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<tr>
<td>LDC 6410</td>
<td>Leadership</td>
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<tr>
<td>ACC 6420</td>
<td>Managerial Accounting</td>
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<tr>
<td>FIN 6410</td>
<td>Finance</td>
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<td>INS 6410</td>
<td>Information Systems</td>
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### MBA Signature Learning Experience (All Three Required for Graduation)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>SLE 8100</td>
<td>Signature Learning Experience I</td>
</tr>
<tr>
<td>SLE 8200</td>
<td>Signature Learning Experience II</td>
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<tr>
<td>SLE 8300</td>
<td>Signature Learning Experience III</td>
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### MBA Elective Courses (Two Required for Graduation)

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<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>IT 6210</td>
<td>Global Connections through Technology</td>
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<tr>
<td>ECN 6420</td>
<td>International Economics</td>
</tr>
<tr>
<td>QTM 6210</td>
<td>Decision Analysis</td>
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<td>HRM 7200</td>
<td>Human Resource Management</td>
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Admission Requirements

Applicants to the MBA program are required to have an earned Bachelor’s degree recognized by the Ministry of Education with a minimum of a 3.0 cumulative GPA on a 4.0 scale, or equivalent, a minimum score of 1400 on the English language portion of the EmSAT examination, or its equivalent on other national or internationally-recognized tests that are approved by the CAA, such as TOEFL scores of 213 CBT, 79 iBT, 550 PBT, or 6.0 IELTS, and a minimum of one (1) year of work experience.

Applicants may be conditionally admitted the MBA program in the following cases:

<table>
<thead>
<tr>
<th>Admission Status</th>
<th>Undergraduate CGPA</th>
<th>English Language Requirement (ELR)</th>
<th>Conditions to be Met During the First Term of Study</th>
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</thead>
</table>
| Conditional Academic | Between 2.5 and 2.999 on a 4.0 scale, or equivalent | a minimum score of 1400 on the English language portion of the EmSAT examination, or its equivalent, such as TOEFL scores of 213 CBT, 79 iBT, 550 PBT, or 6.0 IELTS | • Take a maximum of nine credit hours of credit bearing courses.  
• Achieve a minimum CGPA of 3.0 on a 4.0 scale, in these courses. |
| Conditional ELR | ≥ 3.0 on a 4.0 scale, or equivalent | A minimum score of 1250 on the English language portion of the EmSAT examination, or its equivalent, such as TOEFL scores of 197 CBT, 71 iBT, 530 PBT, or 5.5 IELTS | • Achieve an EmSAT score of 1400 or equivalent.  
• Take a maximum of six credit hours of credit bearing courses.  
• Achieve a minimum CGPA of 3.0 on a 4.0 scale, in these courses. |
# Admission to the Remedial Program

<table>
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<tr>
<th>Undergraduate CGPA</th>
<th>English Language Requirement (ELR)</th>
<th>Conditions to be Met During the First Term of Study</th>
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</table>
| Between 2.0 and 2.499 on a 4.0 scale, or equivalent | A minimum score of 1400 on the English language portion of the EmSAT examination, or its equivalent, such as TOEFL scores of 213 CBT, 79 iBT, 550 PBT, or 6.0 IELTS | - Take a maximum of nine graduate-level credit hours as remedial preparation for the Master’s program, not for credit within the Master’s program.  
- Achieve a minimum CGPA of 3.0 on a 4.0 scale in these remedial courses. |

Following the successful completion of the remedial courses by meeting the above conditions, students will be offered direct entry into the MBA program.

In order to apply, students must pay a non-refundable application fee and submit the following:

- a completed Graduate Application form;
- submit a resume or c.v.;
- submit a recommendation letter;
- submit a personal statement,
- an earned Bachelor’s Degree recognized by the Ministry of Education;
- an official college or university transcript from all institutions of higher education attended;
- results of a standardized English test or another standardized, internationally-recognized test that is approved by the Commission for Academic Accreditation;
- Copy of valid passport and visa (if applicable);
- Emirates ID; and,
- 1 passport size photo
Eligibility for Graduation

In order to be eligible for a Master of Business Administration degree, a student must:

I. Satisfactorily complete a minimum of 33 credit hours of coursework, including all core courses, and the three Signature Learning Experience (SLE) courses.

II. Attain a minimum 3.00 cumulative grade point average on all credits earned at the School, based on a 4.00 scale.

III. Not possess any missing grades or In Progress (IP) grades.

IV. Fulfill all other requirements of the program as enumerated in Grading and Assessment Policy and the Academic Progress Policy.

V. Be in good standing with all ADSM regulatory elements as outlined in the School’s policies.

The Abu Dhabi School of Management attempts to ensure the information contained in this publication is correct at the time of production (September/2020). However, sections may be amended without notice by the School in response to changing circumstances or for any other reason. Visit the ADSM website or contact the School for any updated information.