



Prospectus

Entrepreneurship in Action



كلية أبوظبي للإدارة
ABU DHABI SCHOOL OF MANAGEMENT

A subsidiary of - 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 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 MBA program was the first academic program launched in 2013 by ADSM. 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. In the Fall of 2016, ADSM launched the Master of Science in Quality and Business Excellence, and in Spring 2017, this was followed by 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. The Undergraduate program, Bachelor of Science in Management (BScM) is expected to be launched in Spring 2024, pending approval from ADEK and the CAA.

ADSM Vision

The Abu Dhabi School of Management’s vision is to be a center of excellence for entrepreneurship, leadership, innovation, sustainability and management through the discovery and dissemination of knowledge.

ADSM Mission

To develop entrepreneurial managers and leaders with the knowledge and skills at international standards to contribute to sustainable socio-economic development in the knowledge economy. The School aims to create an enriching and rewarding environment which promotes entrepreneurialism, scholarly inquiry, research, innovation and UAE cultural heritage while fostering diversity, understanding and tolerance.



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Core Values

Aspire to Excellence

ADSM sets a culture of high expectations for all its community. We champion ambition to exceed regulatory requirement and to adopt internationally recognised best practices in teaching, research and management.

Intellectual Curiosity

ADSM promotes discovery and innovative solutions. We stimulate independent thought in our employees and students, to ignite entrepreneurial creativity and empowerment for improvements.

Professionalism

ADSM demands high standards of ethics and integrity from all its people. We ensure that honesty and transparency are key parts in demonstrating professional standards of performance.

Cultural Respect

ADSM strives to create an inclusive equal and diverse climate in which the views of all members of its community are mutually respected. We operate a welcoming, friendly and happy environment that respects the cultural needs and traditions of its community.

Unrelenting Commitment

ADSM faculty and staff devote their collaborative efforts to raise standards through continuous quality improvement. We ensure each student's career ambitions and higher education goals are met.

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 Chamber

Through its focus on management and entrepreneurship, ADSM supports the Abu Dhabi Chamber's efforts to strengthen and diversify the private sector, thereby aligning with this key pillar of the Agenda. Within the economics regime, 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.

Entrepreneurial Ecosystem

To produce a successful new generation of entrepreneurial leaders and managers, our students are completely immersed in the entrepreneurial ecosystem of the region. This accelerates the development of their entrepreneurial mindset. This innovative approach has a far greater impact than can be obtained by merely completing a few courses or workshops on entrepreneurship.



Undergraduate Degree Programs

Bachelor of Science in Management

ADSM's BSc in Management will fully prepare its graduates with the requisite knowledge and skills to assume productive leadership positions within the most cutting-edge fields. The Program will provide students with a competitive edge and a unique knowledge base. Graduates will not only demonstrate field-expertise, but they will also be equipped to organize, plan, direct, build teams, solve complex problems, effectively utilize resources, and control the processes and functions of any organization in an innovative, professional, and ethical manner.

At the center of the Undergraduate School is a competency-based curriculum. Based partly on feedback from leading corporate executives and educators, ADSM's curriculum integrates business and liberal arts to provide students with the specific skills that are vital to professional and life development.

Graduate 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 and 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 strong emphasis on action-learning using our Signature Learning Experience; this enables students to use their learning to create a new economic or social venture or solve a real-world problem in a workplace situation.

Master of Science in Quality and Business Excellence (MSQBE)

The Master of Science in Quality and Business Excellence program is aligned with the vision and mission of ADSM. It seeks to educate new cohorts of entrepreneurial business leaders with professional education in the modern theory and practice of Quality and Business Excellence. The program supports the pillars of the Abu Dhabi 2030 Vision, especially those directed at the promotion of a large empowered private sector, and a sustainable knowledge-based economy.

A priority of the MSQBE program is to thrive in an educational environment, in which students are able to pursue knowledge, critical thinking and understanding of international quality frameworks and challenges of business excellence. The program equips graduates with the knowledge and skill to implement practical approaches and techniques of Quality and Business Excellence and address the needs of the employment market, not only in Abu Dhabi but also across the UAE and into international markets.

Master of Science in Leadership and Organizational Development (MSLOD)

The Master of Science in Leadership and Organizational Development program is designed specifically for students wishing to develop their skills and understanding of Leadership and Organizational Development activities undertaken within the context of the changing and complex world of today's business environment. This program supports the pillars of the Abu Dhabi 2030 Vision, especially those directed at the promotion of a large empowered private sector, and a sustainable knowledge-based economy.

The MS LOD program aims to provide students with a high-quality professional education in the modern theory and practice of Leadership and Organizational Development. The program equips graduates with the knowledge, skills and tools essential to implement practical approaches and techniques of leadership and organizational development, that will enable them to work effectively in the modern business environment. A core priority of the MS LOD program is to provide an educational environment in which students are able to pursue knowledge, critical thinking and understanding of the global leadership and organizational activities.

Master of Science in Business Analytics (MSBA)

The Master of Science in Business Analytics program has been developed to educate future business leaders, who will contribute to the socio-economic development of the emirate of Abu Dhabi and the UAE. The program contributes to several of the seven areas of ongoing economic policy of the Abu Dhabi Vision 2030, especially to 'build an open, efficient, effective and globally integrated business environment', 'develop a highly skilled, highly productive workforce', and 'drive significant improvement in the efficiency of the labor market'.

The MSBA has been designed to develop and inspire greater competitiveness in the increasingly important area of data-driven business. The program has been constructed to enable business professionals to develop and enhance their data analytics skills and competencies in solving business issues within their organizations. The graduates of the program will have Business Analytics knowledge and skills to enable them to determine the measures of performance for the success of their organizations, using evidence-based data as a strategic asset in the decision-making process. The MSBA program at ADSM provides students with the option to specialize in one of two concentrations, after completing the common core courses. These are the Big Data Management and Artificial Intelligence (AI) Management.

Supporting Programs

Research & Sponsored Programs

ADSM engages in substantial research activity that contributes to an understanding of global business and management best practices. ADSM's promotion and heightened focus on research activity, not only contributes to the advancement of the knowledge-base and innovation within the School, but also forms the nucleus of a research community, increasing the intellectual capital of Abu Dhabi and enables the Emirate to maintain competitiveness within the global knowledge-based economy securing its position as an educational hub of the region and the world.

Case Study Center

In 2021, ADSM launched its Case Center. The Case Center publishes a collection of case studies across various disciplines and sectors ranging from innovation, sustainability, entrepreneurship, operations management, supply chain management, HRM, leadership, organizational development, business analytics, quality, and business excellence. The cases focus on a wide range of companies, both international and Middle East centric with in-depth teaching notes.

The ADSM case collection provides the foundation for student engagement, interactive learning, enhanced learning experience for analysing, evaluating, and creating innovative business solutions.

Visiting Scholars & International Summer Program

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

Executive Education

ADSM offers 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
- Undergraduate and Graduate level programs
- Applied research and cases studies
- Executive Education
- Entrepreneurial ecosystem
- State-of-the-Art Facilities
- Faculty Exchange and International Summer Professional Programs.

The Abu Dhabi School of Management attempts to ensure the information contained in this publication is correct at the time of production (Mar/2023); 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.



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