

# ENT - ENTREPRENEURSHIP (ENT)

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## **ENT 2003 New Venture Creation (3-1-3)**

This course provides theoretical and experiential approach to entrepreneurship including the entire new venture creation process from identifying business ideas, implementation, innovation, and growth. The essential element of this introductory course is to assess business opportunities, market development and growth strategies. The goal is to strategize on how start-ups can develop a unique value proposition for a scalable market and create opportunities. The course takes a collaborative approach to learning and students can analyze business cases from a practical entrepreneurial perspective.

## **ENT 2103 Business Negotiations (3-1-3)**

The purpose of this course is to develop an understanding of the theory and processes of negotiation. This course focuses on the fundamental strategies and tactics essential for effective negotiations enabling students to apply these strategies and tactics in real negotiation situations. In addition to the fundamental concepts focusing mainly on the local environment of UAE, this course introduces students to the nuances of international and cross-cultural negotiation, allowing them to differentiate between local and cross-cultural negotiations.

**Prerequisites:** MGT 1003

## **ENT 3023 Small Business Management (3-1-3)**

The course presents the realities small business owners face and strategies for those starting or maintaining a small business. It presents students with entrepreneurial characteristics; ways entrepreneurs recognize their opportunities and various paths of becoming successful entrepreneurs. It allows students to analyze the tools and knowledge they need to develop their own small business in the areas of marketing, organization and finance. It offers students the opportunity to apply their knowledge and skills by managing a small business in a simulated environment.

## **ENT 3033 Social Entrepreneurship (3-1-3)**

This course introduces innovative and entrepreneurial approaches that address social, environmental, and business problems within the UAE. This course introduces students to key concepts associated with social entrepreneurship and the steps in the entrepreneurial process: identifying an opportunity to tackle a social need, formulating entrepreneurial strategy to address the social problems, in-depth exploration of market & institutional failures, mobilizing financial and non-financial resources and partners, sustaining business strategies, measuring performance, and scaling impact creation.

## **ENT 3103 Leadership for Entrepreneurs (3-1-3)**

Examines leadership theories and research with an emphasis on the development of leadership and interpersonal skills and practices necessary to be an effective leader in varied entrepreneurial settings, including private businesses, corporations, not for profit organizations. Thus, it exposes students to the concepts and theories at the individual level and how it applies to real-life situations, and will have an opportunity to build and enhance their leadership skills.

**Prerequisites:** MGT 2103

## **ENT 3113 Entrepreneurial Marketing (3-1-3)**

The course covers strategies and methods used by early-stage companies to attract and retain customers through unconventional, digital, social media, and relationship marketing approaches. Through this course, students will learn how to monitor activities and measure results using relevant metrics. By the end of the course, students will be able to develop an entrepreneurial marketing plan in a start-up environment.

**Prerequisites:** MRK 1103

## **ENT 4003 Product Design and Development (3-1-3)**

Product Design and Development course is a hands-on course that prepares students to be competent in product design and development as a major source of competitive advantage for organizations. In this course, students will apply practical skills and use prototyping tools to identify and evaluate new product concepts and design innovative products according to environmental and sustainability requirements.

**Prerequisites:** MGT 3103

## **ENT 4013 New Venture Growth Strategies (3-1-3)**

The course focuses on the effective management and growth of fledging ventures, as well as the strategic decisions encountered by start-ups. Through the course, students will analyse the various contemporary strategic frameworks to ensure the sustainable growth of new ventures in a competitive business environment. A variety of venture growth scenarios are utilized throughout the course so students evaluate and apply key concepts such as financing, team development, and market growth strategies.

**Prerequisites:** ENT 3023

## **ENT 4033 Startup Lab (1-3-3)**

Startup Lab is an intensive, hands-on, project-based course in which student teams design and test new business concepts that address real-world needs. The course practically applies startup development methodology that takes the students through idea generation, marketing research, prototype development, customer acquisition strategy, and revenue model. At the completion of the course, the students need to defend the business plan to prospective stakeholders.

**Prerequisites:** ENT 3023

## **ENT 4103 Managing Innovation (3-1-3)**

This course analyzes the relationship between innovations, sustainability and entrepreneurship with regards to the way businesses manage their innovation to produce a competitive advantage. Students will assess an actual organization's entrepreneurial abilities to commercialize its innovation in a competitive environment. The course further analyzes the effect of internal and external forces on the management of innovation and evaluates an existing or a proposed commercialization plan for a given local or international organization.

**Prerequisites:** ENT 3113

## **ENT 4113 Marketing and Sales Management (2-2-3)**

The course covers sales planning, forecasting, distribution channels, and credit terms and discounts. Through this course, students will learn to analyze consumer buying behavior and develop valuable sales and marketing skills. Additionally, the course will cover the latest strategies for success in social, mobile search, and sales and marketing operations. By the end of the course, students will be able to develop an entrepreneurial sales plan that can be adapted to any business environment.

**Prerequisites:** ENT 3113

**ENT 4133 Corporate Entrepreneurship (3-1-3)**

The course analyses the impact of the rapidly changing environment on companies and the importance of intrapreneurship and corporate entrepreneurship in modern society. It focuses on the role of the intrapreneur and venture teams in larger firms through critical analysis of the character traits of intrapreneurs and the basis on which to select venture teams. The course further evaluates the four pillars of entrepreneurial architecture: culture, structure, leadership, and strategy through a corporate entrepreneurship audit tool.

**Prerequisites:** MGT 2103

**ENT 4203 Innovation and Entrepreneurial Project (2-2-3)**

This course requires students to apply in-depth knowledge and research skills obtained in the Innovation & Entrepreneurship Management program to develop a comprehensive business plan. The purpose is to integrate and apply knowledge and skills learned in preceding courses in order to identify opportunities for the application and critical review of theory and practice in a business environment. This course requires students to undertake self-paced online training and certification.

**Prerequisites:** ENT 4033