

INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

Admission to Program

Admission to the program is explained in the HCT Admission Policy described in the Academic Policies section of this Catalog.

Program Mission

The Bachelor of Innovation and Entrepreneurship Management program seeks to produce graduates able to function effectively in managerial and practitioner roles in the specialized field of Innovation and Entrepreneurship Management. Graduates will have the skills, values and ability to explain, analyze and evaluate complex Innovation and Entrepreneurship Management processes in local and global contexts, while demonstrating the ability to work independently, or in teams, to think critically, solve problems, make recommendations for improvements, and use advanced Innovation and Entrepreneurship Management tools.

Program Description

The Bachelor of Innovation and Entrepreneurship Management program provides students with the knowledge and skills needed to create and grow new enterprises in a sustainable manner. Successful completion of the program will enable graduates to work in a variety of public and private sector organizations as intrapreneurs, or as standalone entrepreneurs. The program teaches formal methods for structured business growth and management of key activities.

In addition to the core Innovation and Entrepreneurship Management qualification, the program offers a concentration in Entrepreneurial Management. For the **Entrepreneurial Management concentration**, students take – ENT 4003, ENT 4013, ENT 4103, ENT 4113 and ENT 4133 elective courses.

Students will have the option to graduate with a Higher Diploma in Innovation and Entrepreneurship Management upon the successful completion of 102 credits inclusive of the two internship courses.

Program Goals

To develop graduates who possess the

- Current knowledge and understanding of key areas of the Innovation and Entrepreneurship Management field, their interrelationship and application.
- Ability to use the Innovation and Entrepreneurship Management tools, think critically, and conduct applied research.
- Necessary key success skills in business.
- In depth knowledge of the Innovation and Entrepreneurship Management field and its interrelationship and application across business environments.

Program Learning Outcomes

Degree Level:

Students will be able to...

1. Demonstrate in-depth knowledge of Innovation and Entrepreneurship Management areas and tools.
2. Use appropriate tools to solve complex authentic problems in Innovation and Entrepreneurship Management contexts.
3. Conduct research and critically evaluate arguments, abstract concepts and data, to examine issues in Innovation and Entrepreneurship Management.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Make ethical decisions in global and local Innovation and Entrepreneurship Management contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.
7. Demonstrate the ability to apply Innovation and Entrepreneurship Management principles to various real world situations.

Higher Diploma Exit

Students will be able to...

1. Demonstrate knowledge of Innovation and Entrepreneurship Management principles, concepts and tools.
2. Use appropriate tools to solve problems in Innovation and Entrepreneurship Management contexts.
3. Conduct research and examine arguments, concepts and data, to assess issues in Innovation and Entrepreneurship Management.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Make ethical decisions in global and local Innovation and Entrepreneurship Management contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.

Requirements Completion Requirements

Code	Title	Credit Hours
Business Core Courses		
Required Credits: 54		
ACC 1003	Fundamentals of Financial Accounting	3
ACC 1103	Managerial Accounting	3
BIS 3003	Business Information Systems	3
ECO 1003	Microeconomics	3
ECO 1103	Macroeconomics	3
FIN 2003	Financial Management	3
INT 2156	Business Internship I	6
INT 3156	Business Internship II	6
LAW 3103	Business and Commercial Law	3
MGT 1003	Principles of Management	3
MGT 2103	Organizational Behaviour	3
MGT 3003	Business Ethics and Corporate Governance	3
MGT 3103	Business Simulation and Project Management	3
MRK 1103	Principles of Marketing	3
OPM 2103	Operations Management	3

STS 2003	Business Statistics	3
Innovation and Entrepreneurship Core Courses		
Required Credits: 30		
BNA 4113	Applied Marketing Analytics and Reporting	3
ENT 2003	New Venture Creation	3
ENT 2103	Business Negotiations	3
ENT 3023	Small Business Management	3
ENT 3033	Social Entrepreneurship	3
ENT 3103	Leadership for Entrepreneurs	3
ENT 3113	Entrepreneurial Marketing	3
ENT 4033	Raising Funds	3
ENT 4203	Innovation and Entrepreneurial Research Project	3
FIN 4103	Entrepreneurial Finance	3

Innovation and Entrepreneurship Elective Courses

(For Students not pursuing a Concentration)

Required Credits: 15

ENT 4003	Collaborative and Affordable Design for Entrepreneurs	3
ENT 4013	New Venture Growth Strategies	3
ENT 4103	Managing Innovation	3
ENT 4113	Commercialisation of Innovation	3
ENT 4133	Managing Intrapreneurship and Organisational Change	3

General Studies

Required Credits: 33

English, Arabic or other Languages

Required Credits: 12

Humanities or Arts

Required Credits: 3

Information Technology or Mathematics

Required Credits: 6

The Natural Sciences

Required Credits: 3

The Social or Behavioral Sciences

Required Credits: 9

Concentration Name: Entrepreneurial Management Concentration

Total Credit Hours: 15

Concentration Curriculum:

Code	Title	Credit Hours
ENT 4003	Collaborative and Affordable Design for Entrepreneurs	3
ENT 4013	New Venture Growth Strategies	3
ENT 4103	Managing Innovation	3
ENT 4113	Commercialisation of Innovation	3
ENT 4133	Managing Intrapreneurship and Organisational Change	3

Concentration Code: ENM

Concentration Electives:

Students will have the option to graduate with a Higher Diploma in Innovation and Entrepreneurship Management upon the successful completion of 102 credits inclusive of the two internship courses.

Description	Data
Total Required Credits	132
Maximum Duration of Study	6
Cost Recovery Program	No
Minimum Duration of Study	4
Program Code	BUENT
Major Code	ENT

Ideal Study Plan

Recommended Sequence of Study

Year 1

Semester 1		Credit Hours
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
LSM 1003	Applied Mathematics	3
LSS 1003	Life and Future Skills	3
MGT 1003	Principles of Management	3
Credit Hours		15

Semester 2

ACC 1103	Managerial Accounting	3
ECO 1103	Macroeconomics	3
LSC 1103	Professional Communication and Reporting	3
LSS 1123	Basic Research Methods	3
MRK 1103	Principles of Marketing	3
Credit Hours		15

Year 2**Semester 1**

AES 1013	Arabic Communications I	3
ENT 2003	New Venture Creation	3
FIN 2003	Financial Management	3
ICT 2013	Computational Thinking and Coding	3
STS 2003	Business Statistics	3
Credit Hours		15

Semester 2

AES 1003	Emirati Studies	3
ENT 2103	Business Negotiations	3
LSC 2103	Academic Reading and Writing II	3
MGT 2103	Organizational Behaviour	3
OPM 2103	Operations Management	3
Credit Hours		15

Summer

INT 2156	Business Internship I	6
Credit Hours		6

Year 3**Semester 1**

BIS 3003	Business Information Systems	3
ENT 3023	Small Business Management	3
ENT 3033	Social Entrepreneurship	3
LSN 1113	Introduction to Sustainability	3
MGT 3003	Business Ethics and Corporate Governance	3
Credit Hours		15

Semester 2

ENT 3103	Leadership for Entrepreneurs	3
ENT 3113	Entrepreneurial Marketing	3
LAW 3103	Business and Commercial Law	3
BUS 2403	Innovation and Entrepreneurship	3

MGT 3103	Business Simulation and Project Management	3
	Credit Hours	15
Summer		
INT 3156	Business Internship II	6
Higher Diploma in Innovation and Entrepreneurship Management Exit		
	Credit Hours	6
Year 4		
Semester 1		
AES 3003	Professional Arabic	3
ENT 4033	Raising Funds	3
FIN 4103	Entrepreneurial Finance	3
2 Elective Courses		6
	Credit Hours	15
Semester 2		
BNA 4113	Applied Marketing Analytics and Reporting	3
ENT 4203	Innovation and Entrepreneurial Research Project	3
3 Elective Courses		9
	Credit Hours	15
	Total Credit Hours	132

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