



# Master of Business Administration

Entrepreneurship in Action



كلية أبوظبي للإدارة  
ABU DHABI SCHOOL OF MANAGEMENT

Member of



Member





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At ADSM, I learned how to develop my ideas and how to put them into action.

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*Fatema Saif Al Badi*  
*Class of 2017*

The Abu Dhabi School of Management is officially licensed by the UAE Ministry of Education- Higher Education Affairs to award degrees in higher education. All academic programs at ADSM have been accredited by the Commission for Academic Accreditation.

# The Abu Dhabi School of Management

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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.



## Master of Business Administration

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The Master of Business Administration (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, ADSM develops global leaders with a strong business foundation and an entrepreneurial mindset. The driven MBA team of faculty and staff members do this by combining a holistic integration of the traditional business disciplines and our approach to teaching the entrepreneurial thought process. As a result, the MBA graduates succeed in a broad 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 drive results and run businesses at optimal heights.



## Program Learning Outcomes

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There are six learning outcomes for the MBA program that each graduate is expected to achieve by the time of graduation from the program, as listed below:

1. Critically analyse the opportunities in a variety of contexts using innovative approaches to create value for stakeholders and society.
2. Discover the ability to make decisions based on ethical values and social awareness.
3. Validate multiple theories and functional perspectives for the interpretation of comprehensive challenges to the business.
4. Evaluate appropriate research instruments to address domestic factors and drivers in the global context.
5. Combine relevant theoretical advances with functional business skills to construct timely and informed decisions.
6. Develop arguments considering teams and leadership skills to manage complex situations in organizations.

# The Signature Learning Experience (SLE)

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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

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## Core Courses

The common body of knowledge of the ADSM MBA program is a set of nine 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 two 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 of both SLE courses is required for graduation.

## Thesis

This set of two courses aims to allow students integrate and apply knowledge from earlier relevant courses in the program to identify and investigate a specific research problem in an organization in an industry or government sector.

## Elective Courses

Students take two elective courses during the program. These provide additional scope to the depth of knowledge presented in the program.



## ADSM MBA Courses

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The MBA program is composed of courses that provide students with specialized knowledge of Business Administration. The program consists of a total of 30 credit hours which includes 20 credit hours of core courses (including the SLE) and four credits hours of elective courses, in addition to six Credit Hours thesis. The duration of each course is five weeks. The duration of SLE and Thesis courses is 10 weeks.

The MBA program is offered in a traditional face-to-face teaching mode. Each MBA core and elective courses of 2 credit hours will be delivered over a period of five weeks, with six hours of face-to-face delivery per week, for a total of 30 hours per course. Each 'Signature Learning Experience' course consist of one credit hour. The course will be delivered over a period of ten weeks and includes three weeks of lectures of five hours each. Each 'Thesis' course will be delivered over a period of ten weeks as outlined in P 322 Thesis Policy. Students will take two courses simultaneously where one is delivered on Friday and the other on Saturday. The Friday course will be scheduled from 3:30pm to 9:30pm and the one on Saturday from 9:30am to 3:30pm.

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)		
RES 6110	Research Methods for Business	2
IEP 6210	Innovation & Entrepreneurship	2
MKT 6210	Marketing	2
MGT 6410	Strategy	2
LOB 6410	Leadership and Organization Behavior	2
MGT 6430	Digital Enterprise Management	2
ACC 6330	Financial & Managerial Accounting	2
ECN 6310	Managerial Economics	2
OPS 6310	Operations Management	2

MBA Signature Learning Experience (All Required for Graduation)		
SLE 8100	Signature Learning Experience I	1
SLE 8200	Signature Learning Experience II	1

MBA Thesis Courses (All Required for Graduation)		
MBA 8918	MBA Individual Consultancy Thesis I (Proposal)	3
MBA 8919	MBA Individual Consultancy Thesis II (Final)	3

MBA Elective Courses (Two Required for Graduation)		
LAW 6410	UAE Legal and Regulatory Framework	2
QTM 6210	Decision Analysis	2
MGT 6440	Big Data and Artificial Intelligence Management	2
HRM 7200	Human Resources Management	2
ECN 6420	International Economics	2

MBA elective courses are offered based on the academic schedule for the term in which they are offered and students' preference.

# 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 three (3) years of work experience.

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

Admission Status	Undergraduate CGPA	English Language Requirement (ELR)	Conditions to be Met During the First Term of Study
<b>Conditional Academic</b>	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	<ul style="list-style-type: none"> <li>• Take a maximum of nine credit hours of credit bearing courses.</li> <li>• Achieve a minimum CGPA of 3.0 on a 4.0 scale, in these courses.</li> </ul>
<b>Conditional ELR</b>	≥ 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	<ul style="list-style-type: none"> <li>• Achieve an EmSAT score of 1400 or equivalent.</li> <li>• Take a maximum of six credit hours of credit bearing courses.</li> <li>• Achieve a minimum CGPA of 3.0 on a 4.0 scale, in these courses.</li> </ul>

## Admission to the Remedial Program

Undergraduate CGPA	Conditions to be Met	
	Prior to the First Term of Study	During the First Term of Study
Between 2.0 and 2.499 on a 4.0 scale, or equivalent	<ul style="list-style-type: none"><li>Complete four (4) graduate-level credit hours as remedial preparation for the Master's program, not for credit within the Master's program.</li><li>Achieve a minimum CGPA of 3.0 on a 4.0 scale in these remedial courses.</li></ul>	<ul style="list-style-type: none"><li>A minimum score of 1400 on the English language portion of the EmSAT exam, or its equivalent, such as TOEFL scores of 213 CBT, 79 iBT, 550 PBT, or 6.0 IELTS</li></ul>

Students will be required to successfully complete all remedial courses. Following the successful completion of the remedial courses by achieving a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in the four credits of remedial courses, students will be offered direct or conditional 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 an Employment Certificate or equivalent;
- 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 an MBA degree at ADSM, a student must:

- I. Satisfactorily complete a minimum of 30 credit hours of coursework including all core courses.
- II. Attain a minimum 3.00 cumulative grade point average on all credit earned at the school, based on a 4.00 scale.
- III. Satisfactorily complete all requirements.
- IV. Not possess any missing grades or "IP" grades.
- V. Fulfill all other requirements of the program as enumerated in Grading and Assessment Policy and the Academic Progress Policy.
- VI. Be in good standing with all ADSM regulatory elements as detailed in the School's policies.





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