

Faculty of Business and Economics (FBE)

Master of Business Administration in Entrepreneurship and Innovation (MBA in Entrepreneurship and Innovation)

I. Why Choose this Program?

The Master of Business Administration in Entrepreneurship and Innovation (MBA in Entrepreneurship and Innovation) program was designed to:

1. Develop Entrepreneurial Leadership – Build the knowledge, leadership, and strategic thinking needed to create, manage, and grow innovative businesses in competitive and dynamic markets.
2. Strengthen Innovation and Business Development – Skills Equip students with the ability to identify market opportunities, design innovative business models, develop new products and services, and lead organizational innovation.
3. Integrate Digital Technologies and Emerging Trends – Explore digital entrepreneurship, artificial intelligence (AI), e-commerce, business analytics, and emerging technologies that drive innovation and sustainable business growth.
4. Apply Practical and Experiential Learning – Gain hands-on experience through startup projects, business plan development, innovation challenges, case studies, and collaboration with entrepreneurs and industry experts.
5. Advance Entrepreneurial and Executive Careers – Prepare graduates to become successful entrepreneurs, business leaders, innovation managers, consultants, and investors while fostering ethical leadership, resilience, and lifelong learning.

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Entrepreneur, Startup Founder, or Business Owner
2. Innovation Manager or Innovation Director
3. Business Development Manager
4. Product Manager or New Venture Manager
5. Corporate Strategy and Innovation Consultant
6. Entrepreneurship and Startup Ecosystem Advisor
7. Venture Capital or Business Investment Analyst
8. Small and Medium Enterprise (SME) Development Manager
9. Incubator or Accelerator Program Manager
10. Government or NGO Officer specializing in entrepreneurship, innovation, and economic development
11. University Lecturer, Researcher, or PhD candidate in Entrepreneurship, Innovation, Business Administration, or related fields (with further academic qualifications)

III. Course Structure

This two-year program comprises **45 credits** and provides students with a well-structured curriculum that includes basic, core, major, and research courses. To complete the program, students are required to fulfill the following coursework requirements:

Course Title		Credit	Priority
1	Fundamentals of Management	3	Required
2	Fundamentals of Statistics	3	Required
3	Fundamentals of Economics	3	Required
4	Research Methodology	3	Required
5	Sustainable Business & ESG Management	3	Required
6	Governance, Management and Leadership Dynamics	3	Required
7	Marketing Management and Strategy	3	Required
8	Strategic Management and Business Policy	3	Required
9	Managerial Finance	3	Required
10	Startup Financing and Venture Capital	3	Required
11	New Venture Creation	3	Required
12	Entrepreneurship, Innovation and Creativity	3	Required
13	Social Innovation and Entrepreneurship	3	Required
GRADUATION PATH			
Option I: Research Report		6	Required
Option II: Project Report/Thesis		12	Required
Option III: Research Thesis Presentation, Defend and publication at a recognized journal		33	Required

The program offers **Three** graduation path:

- (i) **Coursework and Research Report Path** (39 credits for coursework + 6 credits for research report).
- (ii) **Coursework and Project Report Path** (33 credits for coursework + 12 credits for project report/thesis).
- (iii) **Coursework and Research Thesis Path** (12 credits for coursework + 33 credits for research thesis presentation, defend and publication at a recognized journal)