Bachelor of Business in Entrepreneurship and Innovation

2023-2024

1) General Program Presentation

Graduating with a Bachelor of Business in Entrepreneurship and Innovation necessitates the successful completion of a total of 120 credit hours (CH). These credit hours are distributed across different requirements, encompassing courses that are essential as well as those that can be chosen based on stream preference. The table below shows how 120 credit hours are distributed across requirements:

Table 1: ENI credit hours distribution

General Education Requirements	36 Credits
College Requirements	33 Credits
Program Requirements	42 Credits (9 Electives)
Total Credits Hours	120 Credits

2) General Education (36 Credits)

Students here are required to complete 36 credit hours distributed over five sections as follows:

Communication (9 Credits)

Table 2: General education communication courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
ENL101	English for Academic Studies	(3 credits)	3		ICT 095*
ENL102	English Composition	(3 credits)	3	ENL101	
ENL201	Writing and Research	(3 credits)	3	ENL102	

*Preparatory Program; ICT 095 Information Technology Basics.

Innovation and Creativity (6 Credits)

Table 3: Innovation and Creativity Ethics compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
GEN150	Professionalism and Ethics	(3 credits)	3		

Table 4: General education innovation and creativity elective courses (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
GEN131	Creativity and Problem Solving	(3 credits)	3		
ENI110	Intro. to Innovation and Creativity	(3 credits)	3		
ENI140	Design Thinking	(3 credits)	3		
ENI150	Innovation in Business Models	(3 credits)	3		

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
ENI160	Innovation and Globalization	(3 credits)	3		

Global Citizen (6 Credits)

Table 5: General education global citizen compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
INF120	Computers and Information Systems	(3 credits)	3	ICT095	

Table 6: General education global citizen elective courses (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
GEN201	Globalization and Sustainability	(3 credits)	3		
GEN202	Global Citizenship in the Digital Age	(3 credits)	3		
BUS201	Global Economics and Trade	(3 credits)	3		

Art and Humanities (9 Credits)

Table 7: General education art and humanities compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
HST 101	Islamic Culture and Values	(3 credits)	3		

Table 8: General education art and humanities elective course group I (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
HST102	Kuwait History	(3 credits)	3		
ARB101	Arabic Communication skills	(3 credits)	3		
ART101	Art Appreciation	(3 credits)	3		
ART102	Intro. to Media and Communication	(3 credits)	3		

Table 9: General education art and humanities elective course group II (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
PHL101	Introduction to Philosophy	(3 credits)	3		
PLS254	Law and Society	(3 credits)	3		
PSY100	Introduction to Psychology	(3 credits)	3		
BUS300	Career Planning	(3 credits)	3		

Math and Science (6 Credits)

Table 10: General education math and science courses (6 credits).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
MAT100	Business Math	3 Credits	3		
MAT210	Intro. to Probability & Statistics	3 Credits	3	MAT100	

3) College Requirements (33 Credits)

- **Business requirements (33 Credits)**

Table 11: Business courses

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
BUS100	Introduction to Business Administration	3 Credits	3		
ACC101	Managerial Accounting	3 Credits	3	MAT100	
FIN102	Principle of Finance	3 Credits	3	MAT100	
MRK103	Principle of Marketing	3 Credits	3	BUS100	
BUS200	Business Statistics	3 Credits	3	MAT210	
BUS220	Business Economics	3 Credits	3	MAT210	
MIS300	Management Information Systems	3 Credits	3	INF120	
MGT310	Organization Behaviour	3 Credits	3	BUS100	
MGT340	Operations Management	3 Credits	3	MAT100 BUS100	
BUS345	Business Law and Ethics	3 Credits	3	BUS100	
MGT420	Innovation Management and Strategy	3 Credits	3	MIS300 MGT340	

4) Program Requirements (51 Credits):

- **Program Requirements (42 Credits)**

Table 12: Program courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
ENI200	Foundations of Management and Entrepreneurship 1	3 Credits	3	BUS100 ACC101 FIN102 MRK103	
ENI210	Foundations of Business Analytics	3 Credits	3	BUS220	
ENI215	Entrepreneurship Leadership	3 Credits	3	BUS100	
ENI220	Foundations of Management and Entrepreneurship 2	3 Credits	3	ENI200	
ENI225	Socio-Ecological Systems	3 Credits	3	BUS100	
ENI315	Strategic Problem Solving	3 Credits	3	ENI220	MGT310

ENI320	Commercialization and Pitching	3 Credits	3	MGT310
ENI400	Internship in Entrepreneurship and Innovation	3 Credits	3	MIS300 MGT340
ENI405	Business Models and Plan	3 Credits	3	ENI210 ENI215
ENI410	Innovation and Sustainability	3 Credits	3	ENI225 ENI400
ENI415	Entrepreneurship and E-commerce	3 Credits	3	MIS300 MGT310 MGT340
ENI435	Entrepreneurial Marketing	3 Credits	3	ENI220
ENI455	Entrepreneurship and Managing Technology Innovation	3 Credits	3	MGT340 MGT420
ENI490	Capstone Design	3 Credits	3	Program Approval

- **Program Electives (9 Credits)**

Table 13: Program elective courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
ENI425	Market Research and Consumer Behaviour	3 Credits	3	ENI435	
ENI440	Entrepreneurship Finance	3 Credits	3	FIN102	
ENI445	Managing a Growing Business	3 Credits	3	ENI210	
ENI446	Venture Capital Experience	3 Credits	3	BUS200 BUS220	
ENI450	Social Entrepreneurship	3 Credits	3	ENI225	
ENI460	Entrepreneurship Ethical and Legal Issues	3 Credits	3	BUS345	
ENI480	Internship	3 Credits	3	Program Approval	
ENI495	Special Topics in Entrepreneurship and Innovation	3 Credits	3	Program Approval	

- Students can take up to three credits of technical electives from another program or institution.