HULT
INTERNATIONAL
BUSINESS SCHOOL

Bachelor's in Entrepreneurship

Course Guide

DUBAI

Sample Program Structure*

YEAR 1		
Startup Challenge	**Low/No Code Challenge**	
Introduction to Data Analytics Entrepreneurship 101 Entrepreneurship Ecosystem Dubai	Microeconomics Design Thinking for Customer Discovery Developing Digital Products	
Skills/Career Course Skills/Career Course	Skills/Career Course Skills/Career Course	
Venture Studio Residency	Venture Studio Residency	
Coaching		

YEAR 2		
Business Model Challenge	**Business Plan Challenge**	
Business Analytics Entrepreneurship Finance Entrepreneurship of All Kinds	Macroeconomics Building & Leading Teams Introduction to Operations Management	
Skills/Career Course Skills/Career Course	Skills/Career Course Skills/Career Course	
Venture Studio Residency	Venture Studio Residency	
Coaching		

Electives or Internship	Electives or Internship	
	Capstone Project	
Coaching		

*Reflects the academic experience of an incoming first-year student. Individual timelines and courses may differ depending on transfer credits.

Core Challenges

Startup Idea Pitching
In this challenge, you'll develop and pitch your own startup ideas, working in a team to go through the early stages of the entrepreneurial process. Collaborating alongside faculty mentors and industry experts, your team will navigate the challenges of pitching a new business.

Low/No Code Challenge
Build and launch a functioning MVP using modern low/no-code tools (databases, automations, and app/web builders) so you can test value fast. You'll scope a lean feature set, integrate data and authentication, and ship to real users for feedback within weeks. The focus is speed, learning, and iteration, with a clear view of tool limitations and when to transition to custom code. Your deliverable is a live MVP plus a technical handover plan.

Business Model Challenge
Architect how your venture creates, delivers, and captures value using tools like the Business Model and Lean Canvas. You'll test alternative revenue models, channels, and partnerships, then design experiments to validate the riskiest assumptions. Unit economics, pricing, and pathways to profitability guide iteration, supported by cohort and funnel metrics. The outcome is an evidence-backed model and a compelling rationale for why it will win.

Business Plan Challenge
Transform a validated opportunity into a concise, investor-ready plan covering market sizing (TAM/SAM/SOM), competitive landscape, go-to-market, operations, team, and milestones. You'll build a credible financial model with revenue logic, cost drivers, cash flow, and runway scenarios. Risk analysis and milestone-based de-risking are emphasized, culminating in a clear ask and use of funds. You finish with a complete plan and a polished pitch.

Core Courses

Introduction to Data Analytics
This course introduces fundamental concepts in data analytics, including data collection, cleaning, visualization, and statistical analysis. You will learn how to organize, interpret, and apply data-driven insights to business decision-making. Topics include exploratory data analysis, probability, hypothesis testing, regression, and visualization techniques using tools such as Excel and Python. The course emphasizes hands-on learning through real-world datasets and projects.

Entrepreneurship 101
This course introduces the founder mindset and the core tools for turning problems into opportunities. You'll practice rapid customer discovery, craft clear value propositions, and translate insights into simple prototypes or MVPs. We'll cover basic startup finance, risk, and founder equity, and use short evidence-based sprints to iterate ideas. By the end, you'll be able to explain what you're building, for whom, and why it will work—backed by real user feedback.

Entrepreneurship Ecosystem in Dubai
Explore Dubai's high-velocity startup landscape, from free zones and company formation to accelerators, investors, and corporate innovation hubs. You'll map regulatory pathways, understand sector hotspots (fintech, logistics, tourism, sustainability), and practice region-appropriate go-to-market strategies. Through interviews, site research, and case studies, you'll identify partners, funding options, and market entry tactics for a chosen venture. The outcome is a concise, actionable market dossier tailored to Dubai and the GCC.

Microeconomics
Explore foundational microeconomics taught through a founder's lens: demand, costs, pricing, market structure, and strategic interaction. You'll estimate willingness-to-pay, analyze unit economics, and pick pricing models that fit your product and market maturity. We examine competition, network effects, and platforms to inform go-to-market choices and defensibility. By course end, you can connect micro concepts to practical decisions that drive profitable growth.

Design Thinking for Customer Discovery
Design thinking creates social impact and introduces students to the design thinking process, focused on addressing a socially relevant issue through innovative problem-solving. You'll engage with research to understand the social, political, and economic dynamics influencing the selected problem. Drawing on design thinking principles (double diamond in particular), you'll engage with stakeholders or affected communities, define the problem space, and develop actionable solutions. We seek inspiration from nature and chaos. We look at the work of da Vinci, the Bauhaus, Claes Oldenburg, Eero Saarinen,

Cristo, Le Corbusier, and others to design for human scale. A variety of ideation techniques to create prototypes will be tested with potential users. In the final phase of the course, you'll prepare a comprehensive proposal, which can serve as a foundation for future funding applications to grant agencies and startup supporters. By the end of the course, you will have honed your ability to apply design thinking and creativity to real-world challenges, while preparing to launch initiatives that can make a tangible impact.

Developing Digital Products
An end-to-end, hands-on journey through product discovery, UX, agile execution, and metrics. You'll turn user problems into a prioritized roadmap, wireframe key flows, and build a testable prototype while running usability tests and short sprints. We'll emphasize activation, retention, and engagement metrics to guide decisions, plus product storytelling for cross-functional teams. You finish with a working prototype, a PRD, and a data-informed iteration plan.

Business Analytics
This course provides a comprehensive introduction to the key mathematical, statistical, and computational techniques used in business analytics. You will explore the SEMMA approach and the data science process, gaining hands-on experience with Python for data analysis. The course covers univariate, bivariate, and multivariate analysis, along with essential statistical methods such as confidence intervals, hypothesis testing, ANOVA, and chi-square tests. You'll apply regression techniques, including simple and multiple linear regression, interpreting coefficients, p-values, standardization, and outlier detection. The course also introduces logistic regression and nonparametric tests. Through real-world datasets, you will develop the ability to compare means, proportions, and variances between populations, leveraging statistical tools to drive business insights. By the end of this course, you'll be equipped with Python and Excel skills to implement these statistical techniques effectively. The module concludes with a recap, practical application clinic, and a preview of advanced business analytics (BAN) topics to prepare you for further studies.

Entrepreneurial Finance
Entrepreneurs must secure the right financial resources to scale their ventures while maintaining control and long-term sustainability. This course provides a comprehensive understanding of funding options available to startups and growing businesses, helping you develop the strategic financial acumen needed for entrepreneurial success. You'll explore dilutive financing, including how venture capital (VC) firms operate, the dynamics of equity rounds, ownership dilution, and cap table management. In parallel, you will examine non-dilutive financing options, from traditional bank loans and credit lines to alternative funding sources such as grants, revenue-based financing, and crowdfunding. A key component of the course involves creating a financial plan to assess a startup's capital requirements, align funding choices with business goals, and determine the most effective financing strategy. Through case studies, interactive discussions, and hands-on exercises, you will learn to navigate investor expectations, structure financing deals, and balance growth with financial sustainability. By the end of the course, you will be equipped to evaluate financing options critically, negotiate terms effectively, and secure the right type of funding for your ventures.

Entrepreneurship of All Kinds
Explore a broad survey of entrepreneurial paths—from tech startups and social enterprises to family businesses, lifestyle ventures, intrapreneurship, and franchising. You'll compare how each model creates, delivers, and captures value; how they're funded; and how success is measured, including impact and sustainability. Using effectuation and lean principles, you'll test which path fits your goals, context, and risk profile. You'll leave with a personal venture pathway and first experiments to run.

Please note: Course content is subject to change

Macroeconomics

An introduction to the foundational concepts and key themes of macroeconomics. It complements the Principles of Microeconomics course. The purpose is to enable you to think about the economic environment as a whole, and to grasp the logic and implications of macroeconomic policy. You'll study key macroeconomic indicators and how they relate to each other; key aspects of macroeconomic policy; major macroeconomic trends, fluctuations, and problems (such as inflation and unemployment).

Building & Leading Teams

Learn how founders attract early talent, shape culture, and lead through uncertainty as teams scale. We will cover role design, hiring and onboarding, feedback rituals, decision frameworks, and performance management, alongside basics of equity, incentives, and ethical leadership. You'll practice handling conflict, communicating vision, and aligning stakeholders under pressure. The result is a practical hiring plan and culture blueprint you can use immediately.

Introduction to Operations Management

Operations Management is how organizations manage resources or systems to design, deliver, and improve services and products for their customers. Every book you read, every lunch you eat, every shirt you wear, every chair or bench you sit on, and every lecture you attend have all been designed and produced. This course will explore the tasks, issues, and decisions of those who design and produce these products and services, as well as the designing, planning, organizing, operating, and controlling of operating systems, including analytical techniques, tools, and concepts applicable to managing operations.

Skills/Career Courses

Collaboration

Collaboration is an essential competency in contemporary academic, professional, and organizational environments. This highly experiential course focuses on hands-on learning through interactive exercises, simulation work, and dynamic team projects. You will engage in a range of activities that develop practical skills in communication, teamwork, conflict resolution, and leadership. Emphasizing applied learning over theoretical study, the course will challenge you to navigate complex team dynamics, foster inclusive collaboration, and leverage collective intelligence to achieve common goals. By the conclusion of this course, you will have the practical tools and strategies necessary to excel in collaborative settings.

Communication (Oral)

This interactive course equips you with the confidence and skills to communicate effectively in professional and personal settings. Through hands-on activities, discussions, and real-world applications, you'll refine verbal and nonverbal communication, adapt messages for different audiences, and develop active listening and questioning techniques. You will also learn to overcome common barriers like nervousness and misunderstandings while practicing presentations, role-playing, and peer feedback. By the end of the course, you will be prepared to speak with clarity, confidence, and impact in meetings, interviews, and daily conversations.

Communication (Writing)

The skill of written communication is crucial for academic, professional, and personal success. This highly practical course focuses on developing clear, concise, and impactful writing. Through interactive exercises, peer feedback, and iterative revision, you'll refine your ability to craft compelling arguments, structure ideas effectively, and adapt your writing to diverse audiences and contexts. Emphasizing clarity over complexity, this course equips you with tools to enhance your writing process, strengthen your critical thinking, and build confidence in your written expression. By the end of the course, you will be proficient in producing coherent, persuasive, and purposeful writing.

Foundation of Career Success

This course introduces you to the foundational skills necessary for career exploration, professional development, and the job search process. You'll learn how to research industries, develop strong application materials, build a personal brand, and establish professional communication habits. Through hands-on exercises, you will create resumes, LinkedIn profiles, and a Professional Development Plan (PDP) to guide your early career growth.

Learning to Learn

The ability to learn effectively is a foundational skill that influences academic, professional, and personal success. This highly experiential course explores practical techniques for enhancing learning, retention, and critical thinking. Through interactive exercises, self-reflection, and applied practice, you will

develop personalized strategies to improve focus, motivation, and problem-solving. Emphasizing active learning over passive consumption, this course equips you with tools to adapt to new challenges, refine your cognitive skills, and foster a mindset of continuous growth. By the end of the course, you'll be empowered with strategies to become a more effective and autonomous learner.

Critical Thinking

In today's rapidly changing world, the ability to think critically is more essential than ever. With the constant influx of information, it's crucial to discern what's accurate and reliable. This course is designed to equip you with the skills to analyze information objectively, recognize biases, and make well-informed decisions. By understanding logical reasoning, evaluating evidence, and effectively using tools like artificial intelligence, you'll be better prepared to navigate the complexities of modern life. Developing these critical thinking skills not only enhances academic performance but also fosters personal growth and adaptability in an ever-evolving world.

Creative Thinking

Creative thinking is a vital skill for success in a rapidly changing world. This highly interactive course explores techniques for generating ideas, solving problems, and thinking beyond conventional boundaries. Through hands-on exercises and collaborative projects, you will develop your ability to approach problems with flexibility, curiosity, and originality. Emphasizing experimentation and adaptability, this course provides you with practical tools to cultivate creativity, challenge assumptions, and develop innovative solutions. By the end of the course, you will be equipped with strategies to enhance your creative potential and apply it across academic, professional, and personal contexts.

Advanced Career Strategies

This course builds on the fundamentals learned in Foundation of Career Success, focusing on advanced career research, strategic job searching, and professional branding. You will refine your resume and LinkedIn profile, strengthen your networking skills, and develop expertise in interviewing and negotiation. The course also emphasizes long-term career planning through an advanced Professional Development Plan (PDP).

Sample Electives

Disruptive Innovation & Emerging Business Models

Disruptive innovation is transforming industries at an unprecedented pace, driven by AI, automation, blockchain, and new business models. This course explores the principles of disruptive innovation, market shifts, and technological advancements that create new opportunities while rendering traditional industries obsolete. You will analyze real-world cases of disruption, study breakthrough technologies, and develop innovative solutions to industry challenges. Through case studies, simulations, and group projects, you'll engage with cutting-edge business models and emerging trends that redefine competition and economic growth.

Changemaking: Innovation & Influence in Action

Change is a constant in life and business. The same way our body and mind evolve continually, so do our relationships and the systems that govern the market and society. This course will explore the most effective techniques that leading changemakers from all over the world use to change systems, communities, and themselves, equipping you with the mindset, skills, and tools to drive meaningful change across diverse fields—including business, arts, music, sports, culture, and politics. You'll explore how individuals and organizations leverage innovation, storytelling, and activism to reshape industries and communities. The topics will examine how issues of gender, ethics, personality, culture, motivation, and power work as continually shifting mechanisms that make changemaking an exciting discipline to master. By the end of the course, you'll prove your progress by delivering tangible results on business challenges that seem unworkable by turning around deep-rooted problems and demonstrating that improving every scenario is always possible for a changemaker. Through experiential learning, you'll engage in changemaking projects, prototype behavioral change campaigns, and co-create solutions with stakeholders. The final project requires you to pitch a changemaking initiative that integrates participatory design and ethical impact considerations.

Corporate Entrepreneurship

In today's dynamic business environment, established companies must think and act like startups to remain competitive. Corporate entrepreneurship—the practice of fostering innovation, agility, and entrepreneurial thinking within large organizations—is critical for driving growth and staying ahead in the market. This course introduces you to the key concepts, strategies, and challenges of corporate entrepreneurship. You'll explore how culture, structure, leadership, and strategy shape an organization's ability to innovate, manage risk, and sustain competitive advantage. You'll also learn about corporate venturing, intrapreneurship, and new business model development as tools for strategic growth. Through case studies, interactive discussions, and practical exercises, you'll gain real-world insights into how large firms foster innovation and overcome internal barriers to entrepreneurship. By the end of the course, you'll be able to analyze an organization's entrepreneurial capabilities, recommend strategies for fostering innovation, and develop a corporate entrepreneurship roadmap. This course is ideal if you're interested in entrepreneurship, innovation management, and strategic business development, equipping you with practical skills to drive change within large organizations.

Digital Platforms & Ecosystems

The recent emergence and proliferation of global digital platforms (such as Google, Amazon, Uber, Apple, Airbnb, Booking.com, etc) across a wide spectrum of industries brought limelight onto this new type of business model. Digital platforms typically challenge the status quo of an industry by introducing technological innovation and driving business model adaptation. This course examines the revolutionary impact of digital platforms in reshaping industries, competitive dynamics, and business strategies in the global economy. You will gain a comprehensive understanding of platform business models, from their theoretical foundations to practical applications across diverse sectors. The course explores how platforms create, orchestrate, and capture value through digital ecosystems while addressing the strategic challenges, regulatory considerations, and sustainability issues facing platform businesses today. The course will equip you with 'platform thinking,' which you'll be able to apply to a variety of industries and business opportunities.

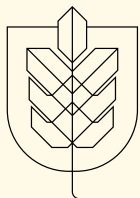### Scaling a Business: Organizational, Competence & Leadership Challenges

Scaling a business presents challenges that go beyond product-market fit and revenue growth. As companies expand, they must navigate organizational complexity, evolving leadership roles, and the development of core competencies necessary for sustainable success. This course provides a strategic framework for managing the critical operational, managerial, and cultural shifts that occur as startups grow from small teams to structured organizations. You'll explore key topics such as building scalable systems, hiring and retaining top talent, leadership evolution, and managing culture at scale. A major focus will be on avoiding the scaling trap, where rapid growth leads to inefficiencies, breakdowns in decision-making, and an inability to maintain agility. The course will also cover common pitfalls in scaling, balancing agility with process implementation, and how to avoid operational bottlenecks that can hinder growth. Through case studies, real-world examples, and hands-on exercises, you'll learn to design organizational structures that support growth, develop leadership capabilities, and foster a resilient, high-performance company culture. The course will emphasize the interplay between strategy, execution, leadership, and ethical decision-making in scaling a business. By the end of this course, you'll be equipped to anticipate and proactively manage the challenges of scaling, ensuring your ventures transition smoothly from startup to a well-functioning, scalable organization.

The Venture Studio

Venture Studio Residency

The Venture Studio Residency gives you dedicated time and structured support to work on startup projects within Hult's Venture Studio, either by advancing your own ideas or by joining the ventures of your peers.

Rather than traditional lectures, you'll focus on advancing your venture, setting clear milestones and working toward them through self-directed work, regular check-ins with mentors and entrepreneurs-in-residence, and access to the Venture Studio's resources and network. The emphasis is on disciplined execution, measurable progress, and the ability to clearly communicate the current status, learnings, and next steps of your venture.

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