PROGRAM SYLLABUS & LEARNING PATHWAY

# Entrepreneurship & Innovation Management

Entrepreneurship & Innovation · School of Business, Executive Strategy & Consulting · Catalog year 2026–2027 · Planned program

## 1. Program overview

Preparing leaders in management, strategy, and entrepreneurship for the modern organization. This program is planned for delivery in NBU's hybrid model, which integrates asynchronous online instruction, synchronous virtual engagement and selected in-person academic activity.

## 2. Credential ladder and requirements

| Credential | Planned duration | Credits | Planned tuition |
|---|---|---|---|
| Professional Certificate | 3–6 months | Program-specific | $100 per credit-equivalent where applicable |
| Diploma | 1 academic year | 60 | $100/credit, about $6,000 |
| Bachelor of Business Administration (BBA) | 3 academic years (accelerated hybrid) | 120 | $100/credit, about $12,000 |
| Master of Business Administration (MBA) | 2 academic years | 60 | $300/credit, about $18,000 |

- **Professional Certificate:** focused competency-based coursework in one skill area; no general-education requirement; 3–6 months.
- **Diploma:** applied major coursework with a career-readiness capstone project; 1 academic year; 60 credits.
- **Bachelor of Business Administration (BBA):** general-education foundation, major core coursework, concentration electives and a senior capstone or applied project; 120 credits; 3 academic years under the accelerated hybrid model.
- **Master of Business Administration (MBA):** advanced major coursework, a concentration sequence, and a thesis, applied research project or comprehensive examination; 60 credits; 2 academic years.

Stackable pathway: Professional Certificate may apply toward a related Diploma; Diploma toward the related Bachelor's; a Bachelor's is a prerequisite for the related Master's. Actual credit application is decided case by case under NBU's academic-progression policy.

## 3. Concentrations

**Startup Management.** A focus track within Entrepreneurship & Innovation Management.

**Innovation Management.** A focus track within Entrepreneurship & Innovation Management.

**Digital Business.** A focus track within Entrepreneurship & Innovation Management.

## 4. Learning outcomes by planned certificate

| Certificate | Learning outcome | Academic pathway |
|---|---|---|
| Entrepreneurship Fundamentals | Develop a basic business concept and plan | Entrepreneurship & Innovation Diploma |
| Startup Launch & Growth | Execute early-stage startup operations | Entrepreneurship & Innovation Diploma |

## 5. Learning model and applied learning

- Hybrid delivery: online instruction, live virtual sessions and selected in-person activity in Washington, DC.

- Mentored practical internship planned from the first year, with a mentor working in the student's field (see the Internships page).
- Culminating work: capstone or applied project at the diploma and bachelor's levels; thesis, applied research project or comprehensive examination at the master's level.

## 6. Course-level syllabi

Course codes, instructors, weekly schedules, readings, assessments and grading are issued by faculty in each course syllabus before the course begins, and are published on the program page as they are approved. Course syllabi follow NBU's academic policies in the 2026–2027 catalog.

## 7. Policies and support

Academic policies, grading, attendance, academic integrity, accessibility accommodations and student services are described in the NBU Academic Catalog 2026–2027 (downloads page). Accessibility requests: accessibility@nationbuilderuniversity.com. Admissions: admissions@nationbuilderuniversity.com.

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