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Innovative ideas and distinct projects in the Innovation and Entrepreneurship Day

The College of Business at Al Ain University, Abu Dhabi Campus, organized the fourth exhibition of the “*Innovation and Entrepreneurship Day*” focused on creative activities that presented students’ projects/ideas in practical ways.

In this event, students got appropriate guidance on the design thinking process according to Stanford University standards and regulations. Each group of students had to present a new project/idea in terms of creativity and implementation (Prototypes).

The main goal was to increase creativity based learning for students. As a result, more than 250 students from all colleges in the Abu Dhabi Campus participated in this event; these students were already enrolled in the “*Fund. Of Innovation & Entrepreneurship*” and “*Small Business Management*” courses in both languages: English and Arabic. They presented more than 60 ideas in various categories under the supervision of three faculty members from the

College of Business: Dr. Fayeq Khanfar, Dr. Wejdan Farhan, and Dr. Jamil Razmak. At the end of this event, students along with course teachers voted for the best ideas, five out of these projects were top ranked in terms of best ideas.

The aim of this exhibition is to introduce new ideas, to teachers, with original creative thinking that could help them in their teaching and research activities, Also, these types of activities will positively impact the Teacher Learning Experience (TLE) and the relationships between the students and teachers.

[Press Release Link](#)