

BUSINESS - ENTREPRENEURSHIP

Program: ENTB

Credential: Ontario College Diploma

Delivery: Full-time

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2023

Location: Barrie

Description

This program is intended for students who wish to develop a strong educational and experiential base in business. Students develop skills in entrepreneurial thinking, market research, networking, financial literacy and planning, digital and traditional marketing, and human resource planning and management. Students explore intrapreneurship, social innovation, ideation and design thinking, as well as business principles and practices in order to successfully launch and operate a business.

This program is particularly appropriate for students whose goal is to enter a family business, start their own business, enter employment in a small business, or become an intrapreneur within a large corporation. One of the key experiential outcomes is the research, development and presentation of a complete business plan for a new enterprise. Students will connect with industry and entrepreneurial mentors in the community and the College.

Career Opportunities

Career opportunities are endless for entrepreneurs. However, if students decide to start off on a more traditional career path with a foundation in entrepreneurship, they are also prepared for key positions in private, public, or not-for-profit organizations. Potential roles include business owner, business operator, manager, or business analyst.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan;
2. apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives;
3. Use current concepts/systems and technologies to support an organization's business initiatives;
4. apply basic research skills to support business decision making;
5. support the planning, implementation and monitoring of projects;
6. perform work in compliance with relevant statutes, regulations and business practices;
7. explain the role of the human resource function and its impact on an organization;
8. use accounting and financial principles to support the operations of an organization;
9. describe and apply marketing and sales concepts used to support the operations of an organization;

10. outline principles of supply chain management and operations management;
11. outline and assess the components of a business plan;
12. develop strategies for ongoing personal and professional development to enhance work performance in the business field;
13. implement strategies to persuasively present entrepreneurial business solutions to a variety of prospective stakeholders;
14. develop a business plan for potential funders, stakeholders, and for implementation by the entrepreneur;
15. address business opportunities and challenges for entrepreneurs by selecting and utilizing creative problem solving strategies;
16. assess the nature, function and viability of an entrepreneurial enterprise in the local business market.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <https://www.georgiancollege.ca/admissions/credit-transfer/> (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11¹ or 12 Mathematics (C, M, or U)

¹ Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/academic-regulations/ (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit for Prior Learning website for details:

www.georgiancollege.ca/admissions/credit-transfer/ (<https://www.georgiancollege.ca/admissions/credit-transfer/>)

Graduation Requirements

18 Program Courses
2 Communications Courses
1 Program Option Course
3 General Education Courses

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
ACCT 1000	Financial Accounting Principles 1	42
BUSI 1001	Introduction to Organizational Behaviour	42
ENTR 1002	Introduction to Entrepreneurship	42
MATH 1002	Mathematics of Finance	42
MKTG 1000	Introduction to Marketing	42
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		252
Semester 2		
Program Courses		
COMP 1003	Microcomputer Applications	42
ENTR 1003	Entrepreneurship Opportunity Analysis	42
ENTR 2016	Founders' Forum	42
MKTG 1018	Strategic Marketing Planning	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 3		
Program Courses		
ENTR 1000	Social Entrepreneurship	42
ENTR 2000	Business Planning	42
FNCE 2012	Financing a Small Business	42
LAWS 1011	Entrepreneurship Legal Issues	42
MKTG 1017	Digital Media Marketing and Analytics	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 4		
Program Courses		
ENTR 2001	Pitching the Plan	42
ENTR 2004	Entrepreneurial Practice	42
ENTR 2018	Entrepreneurial Business Operations	42
MGMT 2000	Production and Operations Management	42
General Education Course		
Select 1 course from the general education list during registration.		42

Program Option Course	
Select 1 course from the available list during registration.	42
Hours	252
Total Hours	1008

Code Title

Program options may include:

ACCT 1002	Computerized Accounting
BUSI 1002	Consumer Behaviour
BUSI 2011	International Business
BUSI 2024	Global Business and Culture
BUSI 2025	The Business of Esports
BUSI 3006	Investments
ECON 1000	Microeconomics
ECON 2000	Macroeconomics
ENTR 2006	Managing the Family Owned/Operated Business
ENTR 2007	Intrapreneurship
HURM 1000	Human Resources Management Foundations
HURM 1007	Recruitment and Selection
MGMT 1000	Retail Management
MGMT 2012	Introduction to Project Management
MKTG 1003	Principles of Sales
REAS 2002	Foundations in Canadian Business Research

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.