

BUSINESS - ENTREPRENEURSHIP

Program: ENTB

Credential: Ontario College Diploma

Delivery: Full-time

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2019

Location: Barrie

Description

This program is intended for students who wish to develop a strong educational and experiential base in business. Students acquire skills in acquisitions analysis, market research, selling, networking, financial analysis and planning, various computer applications and systems, social entrepreneurship development, human resource planning and management. Students also develop skills to integrate the whole area of business principles and practices in order to successfully operate and manage a business.

This program is particularly appropriate for students whose goal is to enter a family business, start their own business, or enter employment in a small business. One of the key experiential outcomes is the research, development and presentation of a complete business plan for a new enterprise.

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, department supervisor, or business venture analyst.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. establish and manage a small business, including both family owned enterprises and franchises;
2. ensure the preparation of tax forms and other legal documentation required in the management of a small business;
3. apply bookkeeping and record-keeping procedures for a small business;
4. apply credit management techniques both in acquisition and disbursement of various forms of credit;
5. prepare sales forecasts and financial plans which are necessary to ensure the financial success of a small business;
6. conduct marketing surveys, prepare promotional and advertising materials appropriate to a small business;
7. develop merchandising and distribution strategies for small businesses;
8. employ effective selling and consumer service techniques in the small business environment;
9. apply hiring procedures which reflect labour laws, minimum wage and human rights legislation within a small business environment;

10. operate a microcomputer and use business-related software;
11. utilize environmentally sustainable practices.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2019
- **Sem 2:** Winter 2020
- **Sem 3:** Fall 2020
- **Sem 4:** Winter 2021

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 <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/policies-procedures/ (<http://www.georgiancollege.ca/admissions/policies-procedures/>)

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 Transfer Centre website for details:

www.georgiancollege.ca/admissions/credit-transfer/ (<http://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

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
LAWS 1011	Entrepreneurship Legal Issues	42
MKTG 1001	Planning the Marketing Strategy	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		
BUSI 2015	E-Commerce	42
ENTR 2002	Media Strategies for Entrepreneurs	42
ENTR 2015	Business Planning and Pitching the Plan	42
ENTR 2016	Speaker's Corner	42
FNCE 2012	Financing a Small Business	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 4		
Program Courses		
ENTR 2003	Small Business Operations	42
ENTR 2004	Innovation and Creativity in Entrepreneurial Practice	42
MGMT 2000	Production and Operations Management	42
MGMT 2001	Principles of 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	International Experience
BUSI 2025 - The Business of Esports	
BUSI 3006	Investments
ECON 1000	Microeconomics
ECON 2000	Macroeconomics
ENTR 1000	Social Entrepreneurship
ENTR 1001	Student Teams for Entrepreneurship Projects

ENTR 2005	Aboriginal Small Business Management
ENTR 2006	Managing the Family Owned/Operated Business
ENTR 2007	Intrapreneurship
ENTR 2008	Management of Not-for-Profits and NGOs
HURM 1000	Human Resources Management Foundations
HURM 1007	Recruitment and Selection
MGMT 1000	Retail Management
MGMT 2002	Project Management
MGMT 2012	Introduction to Project Management
MGMT 2023	Aboriginal Small Business Management
MKTG 1003	Personal Selling
MKTG 2011	International Marketing
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.

Information contained in College documents respecting programs 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. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.