

ENTREPRENEURSHIP MANAGEMENT PROGRAM (POSTGRADUATE) (B416)

PROGRAM NAME	Entrepreneurship Management	TUITION	\$4,311.00*
COURSE CODE	B416	ADDITIONAL COST	
SCHOOL	School of Management	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.	
CENTRE	Business	International students: Visit the International Fees and Related Costs ² page for more information.	
LOCATION	St. James Campus		
DURATION	8 months (2 semesters)		
STARTING MONTH	September, January		
CREDENTIAL	Ontario College Graduate Certificate		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

Looking to launch your own small business or grow your current one? In just eight months, our **Entrepreneurship Management** program will provide you with the skills, knowledge and support to design a full business plan that includes business research, marketing, financing and web strategy.

Bring your business idea, develop your business plan and get feedback from faculty, entrepreneurs and fellow students, so at the end of the program you are ready to launch your business.

Students may also have the option of presenting their finished business plan to Futurepreneur³ to be considered for a loan of up to \$15,000 and a mentor for two years.

George Brown College supports entrepreneurial spirit and offers resources to help you start your own business. Find out more about opportunities offered through startGBC⁴.

Upon successful completion of this program, you will have:

- Completed a full business plan for your proposed business
- Completed a financial plan including forecasting and cash flow
- Identified sources of funding
- Completed a marketing plan
- Prepared a website

This Centre for Business⁵ program is part of our School of Management⁶.

Watch our past recording of the online info session for the Entrepreneurship Management Program

PART TIME STUDY OPTIONS

Part-time study options are not available for this program.

PROGRAM STANDARDS AND LEARNING OUTCOMES



The graduate has reliably demonstrated the ability to:

1. Develop, present, and analyze a comprehensive business plan adapted to the enterprise that adheres to professional standards and practices.
2. Assess and use current concepts/systems and technologies to support business initiatives.
3. Develop strategies for implementing effective marketing plans that reflect an analysis of relevant resources and practices of an enterprise.
4. Use accounting and financial principles to support the management and operations of an enterprise.
5. Select sales and customer service strategies and apply them to the needs of an enterprise.
6. Apply a range of human resource practices that support and promote small business objectives and goals and optimize all functional areas of a small business operation.
7. Implement principles of supply chain management and operations management and analyze their impact on the operations of a small business.

8. Conduct small business activities and transactions in compliance with pertinent legislation, policies, health and safety and other regulations, professional and business standards, as well as tax, insurance and other fiscal requirements.
9. Promote principles of sustainability and corporate social responsibility that apply to small business initiatives.
10. Prepare and follow a plan for ongoing personal and professional development to establish and maintain entrepreneurial networking and business relationships and opportunities.
11. Plan, implement, and evaluate projects by applying project management principles to support the operation and management of a small business.
12. Use market research to optimize the operation of a small business.
13. Select and implement risk management strategies to support all aspects of the operation of a small business.

REQUIRED COURSES

SEMESTER 1

Code	Course Name	Co-requisite
HRM 4002	Human Resources	NONE
LAW 4003	Legal Aspects of Entrepreneurship	NONE
MGMT 4042	Finance and Accounting for Entrepreneurs	NONE
MGMT 4043	Entrepreneurial Integrated Supply Chain Management	NONE
MARK 1042	Principles of Marketing	NONE
MGMT 4044	Business Research	NONE

SEMESTER 2

Code	Course Name	Pre-requisite
MGMT 4045	Omni-Channel	NONE
MGMT 1036	Business Plan Creation	Successfully Completed Semester 1
MGMT 4046	Entrepreneurial Speaker Series	Successfully Completed Semester 1
MGMT 1028	Sales And Promotion	MARK 1042

FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

Educational Pathways B416



ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English language proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions⁷ page for more information.

CONTACT US

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.
Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

- Book online:**
Complete and submit the Client Intake Form
- Book by phone:**
Entry Advisor: (416) 415-5000, Ext 2949 Toll Free: 1-800-265-2002 TTY: 1-877-515-5559

CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

INFORMATION SESSIONS

For program specific information and to meet faculty, sign up to attend an information session

SMALL BUSINESS ENTREPRENEURSHIP (B416)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Mario Pascucci, Program Co-ordinator
Email: mpascucc@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair:
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management¹⁵ and classes take place at our St. James Campus¹⁶, mainly at 200 King St. E.¹⁷, and 290 Adelaide St. E.¹⁸, Toronto, ON, Canada.

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up¹⁹ for an upcoming session.

Campus tours are offered on a regular basis. Sign up²⁰ today! You can also check out our virtual tour²¹.

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B416&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<https://www.futurpreneur.ca/en/>

⁴<http://startgbc.com/>

⁵<http://www.georgebrown.ca/business/>

⁶<http://www.georgebrown.ca/business/management/>

⁷<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

⁸<http://www.georgebrown.ca/admissions/>

⁹<http://www.georgebrown.ca/international/>

¹⁰<http://www.georgebrown.ca/financialaid/>

¹¹http://www.georgebrown.ca/entry_advising_faq.aspx

¹²<http://www.georgebrown.ca/advising/contactform/>

¹³http://www.georgebrown.ca/info_sessions.aspx

¹⁴<https://centreforbusiness.as.me/managementprospective>

¹⁵<http://www.georgebrown.ca/business/management/>

¹⁶<http://www.georgebrown.ca/campuses/st-james/>

¹⁷<https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239>

¹⁸<https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc06!8m2!3d43.6519459!4d-79.3700668>

¹⁹http://www.georgebrown.ca/business_infosessions/

²⁰http://www.georgebrown.ca/campus_tours/

²¹<http://vt.georgebrown.ca/business>

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.