



McGill

School of
Continuing Studies

École
d'éducation permanente

Certificate in Entrepreneurship

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Career and Professional Development

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Improve
your career
prospects

The full details of the program, admission requirements, and admission procedures summarized in this document can be found in the School of Continuing Studies' current course calendar. If there are any discrepancies between the course calendar and this summary, the information in the course calendar takes precedence in all cases. McGill University reserves the right to change this information at any time.

Is a Career in Entrepreneurship for You?

Do you have an idea, a product or a service that you wish to turn into a sustainable venture? Do you want to do something that you love?

Canada has more than 2.5 million small business owners, half of which are women. This generates more than 80,000 jobs a year or about one-quarter of new employment positions. Nearly one in four Canadians states that he/she will be self-employed at some point in the next five years.

The vast majority of entrepreneurs say that starting a business was the best decision that they have ever made. Even at the expense of longer working hours and the entrepreneurs' responsibility for their own livelihoods, the benefits of more control over their lifestyle and doing something they love far outweigh the other alternatives.

Many individuals start their own business out of a passion to be independent, the love of a challenge or the desire to turn a hobby into a source of income. Few entrepreneurs see a need that is not being met and cannot ignore the opportunity to start their own business. Others are driven by circumstances such as layoffs, frustration with their current workplace culture or the need for a more flexible lifestyle.

If you want a fast paced, dynamic career where you influence the outcome and impact of your venture, then perhaps a career in entrepreneurship is for you.

NOTE: The Certificate in Entrepreneurship program has gone through major modifications to ensure that it focusses on the specific needs of contemporary entrepreneurs. This new program reflects new developments in the context and application of entrepreneurial practices. In addition, incorporating new material and modifying delivery approaches makes this program one of the best entrepreneurship programs in Canada.

How can a McGill Program prepare you for a career in Entrepreneurship?

- You will be exposed to the fundamentals required by entrepreneurs to start and manage a sustainable new venture.
- You will learn how to demystify financial statements and use ratios.
- You will learn managerial economics and accounting.
- You will learn how to prepare, manage and present a business plan; structure the business and seek funding.
- You will acquire the sales skills all entrepreneurs need in order to identify and grow a customer base.
- You will be taught the fundamental approaches for going international with your business.
- You will gain invaluable information from the expertise of some of Canada's best entrepreneurs.
- You will learn about the legal system and basic legal principles affecting businesses.
- You will learn how to negotiate win-win business arrangements

- You will learn fundamental theories and practices of communication and networking (internal and external) in the workplace.
- You will be exposed to the latest theories, pertinent case studies and practical entrepreneurship models of small business management.

Please note: This program is effective as of Fall 2019. If you were admitted prior to Fall 2019, please follow the study plan which you have been given.

Please see the following videos:

<https://www.youtube.com/watch?v=sobHIpNEkkI>

<https://www.youtube.com/watch?v=Q4A5D0Zccck>

<https://www.youtube.com/watch?v=2oojaQqJNAg>

<https://www.youtube.com/watch?v=BWdhCLnyjng>

MCGILL: CANADA'S LEADING UNIVERSITY

McGill University is one of Canada's top universities. High educational standards and a reputation for excellence make McGill graduates highly attractive in the competitive job market.

INSTRUCTORS: EXPERIENCE GOES A LONG WAY

Our instructors don't just teach; they do. Highly qualified professionals, they have extensive, practical expertise in their fields. Their knowledge will give you valuable insights into the real world of business.

ADVISING SERVICES

Connect with Client Services, where our knowledgeable and supportive advisors can offer program advice, career planning workshops, student support, and so much more. Just ask us!

Go to: <http://www.mcgill.ca/continuingstudies/prospective-students/advising-services> for more information.

FINANCIAL AID

A lack of financial resources shouldn't pose a barrier to achieving your career goals. Donor-funded scholarships and bursaries make it possible for hardworking adults to pursue their studies, improve their knowledge and skills, and transform their careers and lives, while coping with the demands of work and family life. Find information about financial support at:

<http://www.mcgill.ca/continuingstudies/giving/our-donors/scholarships-bursaries>

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

<http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards>

The Program

The Certificate in Entrepreneurship is a 30-credit undergraduate-level program that consists of 1 three-credit co-requisite course, 9 three-credit required courses and 1 three-credit complementary course.

Classes are offered once a week for 13 weeks and are generally from 6 p.m. to 9 p.m. Courses can be taken in the Fall, Winter, Spring and Summer sessions. Classes may be given in less than 13 weeks. Not all courses are offered every semester.

Note: There is an external course CMSC 000 Fundamentals of Mathematics that is prerequisite to CMSC 101 Mathematical Tools for Management Professionals. Two of the complementary courses have external courses which need to be taken if you wish to take either of these particular complementary courses. For CCCS 310 Web Development students will have to complete CCCS 300 Programming Techniques 1 as a pre-requisite and CCCS 280 Introduction to Computer Information Systems as a corequisite. While for CMRK 325 Digital Media Marketing students will have to complete CMRK 200 Fundamentals of Marketing as a corequisite. All other complementary courses do not have any external pre-requisites.

The certificate's program requirements are:

External Pre-requisite:

CMSC 000 Fundamentals of Mathematics *
(or the Exemption by Examination Test¹)

Corequisite:

CMSC 101 Mathematical Tools for Management Professionals *
(or the Exemption by Examination Test²)

9 Required courses: (27 credits)

CACC 220 Accounting Concepts for Managers
CCLW 205 Introduction to Business Law
CENT 306 Launching a New Business
CENT 307 Creating a Business Plan
CENT 308 Financing a New Business
CENT 309 Business Growth Strategies and Issues
CGMG 318 Selling Models and Business Negotiations
CPRL 221 Professional Communication and Networking
CMSC 310 Managerial Economics and Analysis

1 Complementary course from: (3 credits)

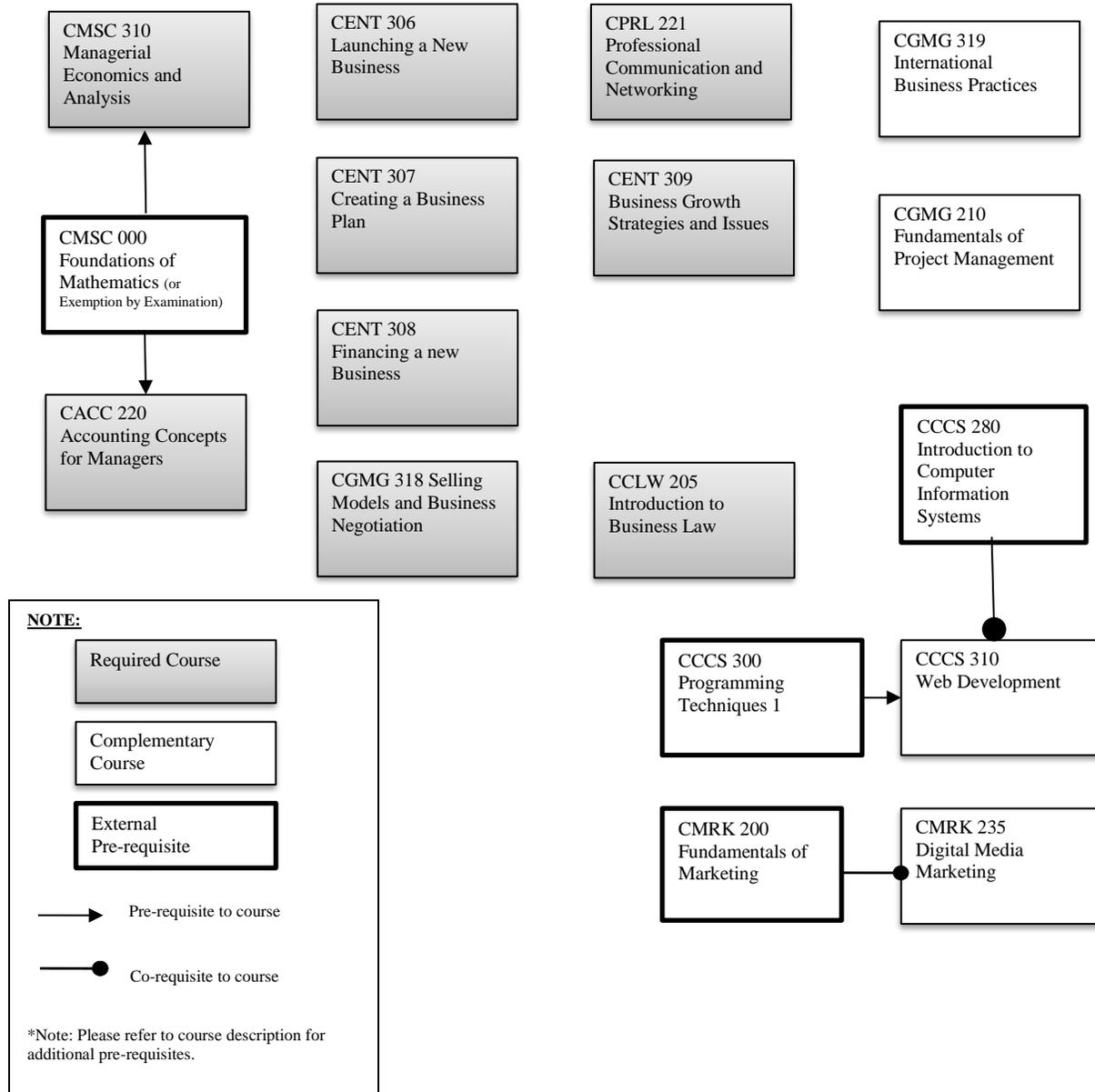
CCCS 310 Web Development
CGMG 210 Fundamentals of Project Management
CMRK 235 Digital Media Marketing
CGMG 319 International Business Practices

¹ For more information on how to obtain course exemption by the means of a challenge exam, please consult the Exemption by Examination form available on our website at: <http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination>.

² For more information on how to obtain course exemption by the means of a challenge exam, please consult the Exemption by Examination form available on our website at: <http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination>.

Course Sequence

Certificate in Entrepreneurship



To obtain information on course offerings, please refer to the interactive timetable at:
https://cce.mcgill.ca/timetable/C_ENPR_ERP.htm

Course Descriptions

CACC 220 Accounting Concepts for Managers

(3 credits)

Pre-requisite:

CMSC 000 Foundations of Mathematics or the Exemption by Examination Test

This course covers concepts in managerial and financial accounting, develops an understanding of cost behaviour, budgeting and financial statements, and provides practice in financial decision-making skills.

CCCS 280 Introduction to Computer Information Systems

(3 credits)

Pre-requisite:

None

An introduction to the role of computer information systems in modern society and organizations. Topics include: current trends in information systems, decision support systems, social media, business process improvements and competitive advantage, database technology, e-business and the digital economy, knowledge management, telecommunications and networking.

CCCS 300 Programming Techniques 1

(3 credits)

Co-requisite:

MGCR 331 Information Systems & CMSC 101 College Algebra & Functions

Fundamental programming techniques, concepts, and data structures, including modularization and maintainability. Emphasis on facilitating communication and understanding between systems analysts and programmers to support decision-making.

CCCS 310 Web Development

(3 credits)

Pre-requisite:

CCCS 300 Programming Techniques 1

Development of web sites and web-based applications using page markup, style sheets, and client-side scripting. Emphasis will be placed on developing pages that support current standards and accessibility requirements, as well as multimedia, cross-platform development, and site deployment.

CCLW 205 Introduction to Business Law

(3 credits)

Pre-requisites:

None

Restriction: Not open to students who have taken or are taking BUSA 364

An examination of legal concepts that may influence business operations. The fundamentals of Civil and Common Law; the principles of contract law; specific contracts like sale, consumer protection, mandate, lease, and employment; civil and professional liability; debtor - creditor relations and bankruptcy; tort and negligence; ethics and professional conduct are some of the topics to be covered along with court judgments

CENT 306 Launching a New Business

(3 credits)

Pre-requisites:

None

Converting ideas into successful new business ventures is a challenging task that needs creativity, understanding of the external market, key planning and risk management. All aspects of launching a new business, including the skills and tools needed to identify, evaluate and launch an attractive product or service.

CENT 307 Creating a Business Plan**(3 credits)**

Pre-requisites:
None

The importance of creating a business plan for entrepreneurs is discussed. The elements of a solid plan and components that should be included are explained. The foundations of preparing a tailored business plan and the key to making an effective presentation are also covered.

CENT 308 Financing a New Business**(3 credits)**

Pre-requisites:
None

Finding financial resources to launch and grow a business is a creative process. Focus will be on different types of capital available throughout the different stages of a venture. An understanding of the choices of funding and importance of financial planning by comparing and contrasting various financing methods.

CENT 309 Business Growth Strategies and Issues**(3 credits)**

Pre-requisites:
None

Practical strategies for different stages of business growth. Classroom and group work focus on the opportunities and challenges of creating and managing growth in entrepreneurial settings, within both small and larger companies. Issues of particular importance to rapidly growing companies will also be highlighted and discussed.

CGMG 210 Fundamentals of Project Management**(3 credits)**

Pre-requisite:
None

Fundamental principles and best practices of project management is essential to the successful development of projects or other complex undertakings within an organization; includes methods for defining, planning, and scheduling activities and resources.

CGMG 318 Selling Models and Business Negotiation**(3 credits)**

Pre-requisite:
None

Application of selling models to effectively harness digital media to convert online prospects into customers and retain them using Internet resources. Strategies to build long-term partnerships with online and traditional customers and promote new ventures through search engine optimisation (SEO) to achieve business and marketing objectives. Application and practice of the business negotiation process and strategies for traditional and online stakeholders.

CGMG 319 International Business Practices**(3 credits)**

Pre-requisite:
None

Restriction: Not open to students who have taken MGCR 382

An introduction to the internal and external contextual factors that influence business forecasting and decision-making in international spheres/environments. Topics include ethical and practical strategies for conducting international business; trade policies; global trends; economic growth patterns; foreign exchange risk and organizational/governmental factors that influence international business. Real world examples as well as case studies are extensively used.

CMSC 000 Foundations for Mathematics**(0 credits)**

Pre-requisites:
None

First-degree equations and applied word problems, polynomials, factoring, fractions, exponents, roots and radicals, inequalities, quadratic equations and functions, composite and inverse functions, arithmetic and geometric sequences and series.

Please note that the minimum grade of 65 is required to successfully complete this course.

CMSC 310 Managerial Economics and Analysis**(3 credits)**

Pre-requisite:
CMSC 000 Foundations of Mathematics or the Exemption by Examination Test
Restriction: Not open to students who have taken or are taking MGCR 293

An overview of the economic theories as well as the internal and external economic factors that influence business so as to apply and understand managerial decision-making tools. Consideration will be paid to foundational topics such as theories of supply and demand; consumer behaviour; production, cost and pricing strategies; market structures; and optimization techniques.

CMRK 200 Fundamentals of Marketing**(3 credits)**

Pre-requisite:
None

Fundamental theories and principles of strategic marketing. Role of the marketing professional in the corporate environment. Applications of marketing practices to new businesses. Development of a marketing plan.

CMRK 235 Digital Media Marketing**(3 credits)**

Co-requisite:
CMRK 200 Fundamentals of Marketing

Electronic marketplaces and their evolving role in Internet business. New channels of marketing, including social media, advertising and communication. Planning, executing, and managing e-commerce. Web analytics, customer analysis, search engine optimization, search engine marketing and issues of permission and privacy.

CPRL 221 Professional Communication and Networking**(3 credits)**

Pre-requisite:
None

Fundamental theories and practices of communication and networking (internal and external) in the workplace. Writing, speaking, presentation and team interaction skills.

Admission Requirements

To be admitted to an Undergraduate Certificate in Entrepreneurship:

- Applicants must hold a CEGEP diploma (DCS, DEC or equivalent) OR
- Applicants who do not have the normal academic background for admission but are 21 years of age and older may be admitted as mature students OR
- Applicants between 18 and 21 years of age who do not have a CEGEP diploma but have at least a high school leaving certificate may be accepted into a qualifying program (a copy of the certificate must be provided).

Admission Procedures

To Apply to the *Certificate in Entrepreneurship* Online Please Follow The Steps Listed Below:

Please follow the steps below:

STEP 1:

- Go to <http://www.mcgill.ca/continuingstudies/>
Click on “Apply”
Click on “Undergraduate Programs”

STEP 2:

Verify on the “**Apply for Admission to a Program**” page, the “Application Deadlines” for Canadian/Permanent Residents or International Students to ensure that you submit your application before the term deadline.

STEP 3:

- **Review your Admission Requirements:** Once you have checked your application against all the requirements, you will be ready to apply to the program.
- Before you proceed you will need:
A valid **email address** and a **credit card** (Visa, MasterCard or American Express).

STEP 4:

- Once you are ready to apply online:
Click on “**Click here now**” to bring you to the Application for Admission page.
- Click on the red bold “**Apply Now**” on the Application for Admission page.
(Do **not** apply through “uApply” link).
- Fill in the login information on the “Admissions Login” page and the Biographical Information.
- On the “Apply for Admission” page, fill in the information requested.
NOTE: When asked: “What are you applying for at McGill”, click on “Continuing Studies”
- Select the program you are applying to on the “Program Choice Selection” page.
- Continue to fill in the remainder of the application. (All sections to be completed are indicated in the textbox on the left hand side of the screen).

STEP 5:

- Once you have applied online, you will receive a confirmation email providing you with a McGill ID number and a 6-character **PIN (Personal Identification Number)**.
- You will need to use this information to **log into MINERVA** (www.mcgill.ca/minerva) (McGill’s web-based information system for students) so that you can upload documents required for admission and follow-up on your status of your application.

STEP 6:

- Please refer to the website for additional information.
www.mcgill.ca/continuingstudies

Language Requirements

- The **language of instruction** for most courses and programs at McGill is English; however, students may submit any written work that is to be graded in English or French, except in cases where knowledge of the language is one of the objectives of the course.
- Applicants must demonstrate an adequate level of **proficiency in English prior to admission**, regardless of citizenship status or country of origin. McGill University has this language requirement in place to ensure that all students are provided with the opportunity to succeed in their chosen program.
- In all cases, the University reserves the right to require **proof of English** proficiency if it is deemed necessary. For additional information, please click on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/academic-policies/language-policy>

Exemption by Examination

Students admitted to a Certificate, Graduate Certificate or Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken an equivalent 3 credit course, at the appropriate level elsewhere or successfully completed the Exemption by Examination test. Otherwise the student must register for the course.

- Please note that the Exemption by Examination test is **not applicable to required or complementary course(s)** within a program.
- You cannot take the Exemption by Examination test if you have already attempted the course (a grade of W is considered as have attempted the course).
- If you are unsuccessful in the Exemption by Examination test(s) you will not be permitted to repeat the test(s) and must instead enroll in the course(s) for which the particular test(s) was taken.

You must be admitted into a program or have applied to a program to be eligible to write the Exemption by Examination test. (The test is optional).

For more information on how to obtain a course exemption by means of a challenge exam, please consult the Exemption by Examination form available on our website at:

<http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination>

Student Awards and Financial Aid

Note: The amount and number of McGill University's School of Continuing Studies Bursaries, Scholarships, and Graduating Prizes issued varies from year to year, depending on funds received and their specifications.

McGill University's School of Continuing Studies Bursaries

The School of Continuing Studies will post the application form and eligibility requirements for the active term on its website. Please refer to link below for further information.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Scholarships

For a list of McGill Scholarships, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/fees/student-awards-and-financial-aid>

McGill University's School of Continuing Studies Graduating Prizes

For a list of McGill SCS Graduating Prizes, please consult the McGill School of Continuing Studies website by clicking on the link below.

<http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards>