



## **Is a Career in Entrepreneurship for You?**

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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 entrepreneur 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.

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

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- 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 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 **watch** the following videos:

<https://www.youtube.com/watch?v=sobHIpNEkkI>  
<https://www.youtube.com/watch?v=O4A5D0Zccck>  
<https://www.youtube.com/watch?v=2oojaQqJNAg>  
<https://www.youtube.com/watch?v=BWdhCLnyjng>

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**

onals, 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**

-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:

<https://mcgill.ca/continuingstudies/support-our-students>  
<https://mcgill.ca/continuingstudies/student-awards-and-financial-aid>  
<https://mcgill.ca/continuingstudies/graduating-students>

## The Program

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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 pre-requisite 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 co-requisite. While for CMRK 325 Digital Media Marketing students will have to complete CMRK 200 Fundamentals of Marketing as a co-requisite. All other complementary courses do not have any external pre-requisites.

### External Pre-requisite:

CMSC 000      Fundamentals of Mathematics \*  
(or the Exemption by Examination Test<sup>1</sup>)

### Co-requisite:

CMSC 101      Mathematical Tools for Management Professionals \*  
(or the Exemption by Examination Test<sup>1</sup>)

### 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  
CGMG 319      International Business Practices  
CMSC 310      Managerial Economics and Analysis

### 1 Complementary course from: (3 credits)

CGMG 210      Fundamentals of Project Management  
CPRL 221      Professional Communication and Networking

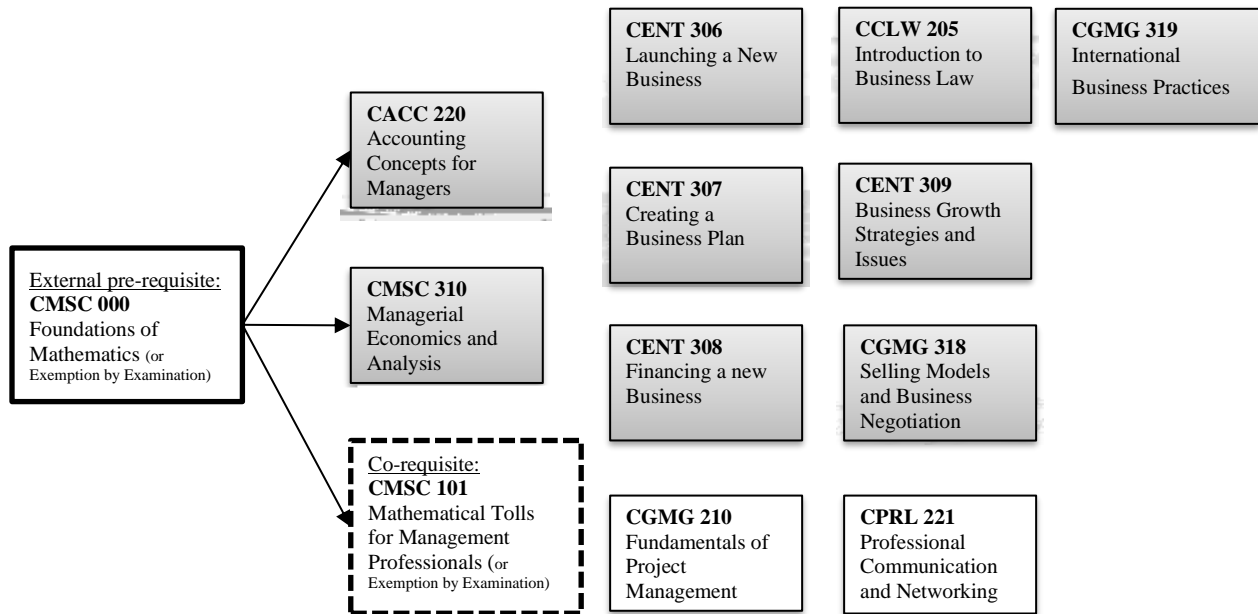
<p><b>Note:</b> This program is effective as of Fall 2020.</p>
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<sup>1</sup> For more information on how to obtain course exemption by the means of a challenge exam, please consult the Exemption by Examination form available on our website at: <https://mcgill.ca/continuingstudies/recognition-prior-learning>.

# Course Sequence

## Certificate in Entrepreneurship



**NOTE:**

Required Course	Co-requisite Course
Complementary Course	Program Co-requisite or Pre-requisite Course

→ Pre-requisite to course  
 ● Co-requisite to course

\*Note: Please refer to course description for additional pre-requisites.

To obtain information on course offerings, please refer to the interactive timetable at:  
<https://cce.mcgill.ca/itimetable/CPD/ProgramDetails/122>



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

Pre-requisites: 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 optimization (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 of Mathematics****(3 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 101 Mathematical Tools for Management Professionals****(3 credits)**

Pre-requisites: CMSC 000 or the Exemption by Examination Test

Exponential and logarithmic functions and equations, mathematics of finance, permutations and combinations, introduction to probability, limits and derivatives with applications, matrices and systems of linear equations.

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

Pre-requisite: CMSC 000 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.

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

Pre-requisites: None

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

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# Admission Procedures

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## STEP 1: PREPARE

1. Choose the program (certificate, diploma, graduate certificate or graduate diploma) you would like to apply to.
2. Verify the **Application Deadlines** to ensure that you submit your application in time.
3. Ensure you have a v





# Student Awards and Financial Aid

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## McGill University's School of Continuing Studies Bursaries

The School of Continuing Studies  
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