

# Entrepreneurship Option

Business Management  
Program (410.D0)

## About the program:

The Entrepreneurship option of the Business Management program is a three-year program designed to provide students with all of the necessary skills and knowledge needed to build and operate a successful business. Our curriculum covers a broad spectrum of competencies in the areas of marketing, finance, accounting, sales, products & services, online ventures (e-Commerce) and legal issues with a focus on best practices required for Quebec and international businesses.

Our program includes a unique and innovative approach to the business world. The “Incubator” component offers students the opportunity to put into practice the theoretical portion of the program by designing and launching their own business. The Incubator courses include the essential business principles related to funding, investment, strategic planning, facility planning, coaching, cost assessment as well as needs in human resources.

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### In this program, you will learn to:

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- Start-up a business from A to Z.
- Acquire a franchise in pre-established companies.
- Foster the continued development of family owned businesses.
- Manage aspects of a commercial project.

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**Application Deadline:** March 1<sup>st</sup> for the Fall Semester

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Minimum Admission  
Requirements:

Quebec Secondary School Diploma or a level of education that is deemed equivalent by the College. Even if applicants meet the requirement of the Règlement sur le régime des études collégiale, they may be refused admission due to lack of space.

Contact Information:

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# Semester Breakdown

Semester 1	1	Introduction to Entrepreneurship
	2	Introduction to Entrepreneurial Marketing
	3	Introduction to Business Software Tools
	4	Social Media as a Business Tool
	5	Entrepreneurial / Innovative Mindset
	6	English
	7	French
Semester 2	1	Economics and e-Commerce
	2	Consumer Behaviour for Entrepreneurs
	3	Social & Sustainable Entrepreneurship
	4	Business Communications for Entrepreneurs
	5	English
	6	Humanities
	7	French
	8	Physical Education
Semester 3	1	Small Business Accounting
	2	Web Page Design for Marketing and Sales
	3	Managerial Statistical Methods
	4	Legal Issues for SMBs and Entrepreneurs
	5	Fundamentals of Direct Selling
	6	English
	7	Humanities
	8	Français du travail
Semester 4	1	Finance for Entrepreneurs
	2	Digital Marketing
	3	Marketing Research for Entrepreneurs
	4	Assessing & Managing Risk
	5	English
	6	Humanities
	7	Complementary
	8	Physical Education
Semester 5	1	Franchising/Taking Over a Family Business
	2	Integrated Marketing Communications
	3	Human Resource Management for Startups
	4	Negotiation Skills for Entrepreneurs
	5	Business Plan Laboratory
	6	Incubator 1: Idea/Innovation Phase
	7	Complementary
	8	Physical Education
Semester 6	1	Purchasing & Inventory for Startups
	2	Doing Business in Quebec
	3	Personal Branding for Entrepreneurs
	4	Incubator 2: Planning Phase
	5	Incubator 3: Launch Phase / Externship