

ENTREPRENEURSHIP OPTION

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.

YOU WILL LEARN

↳ 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.

APPLICATION DEADLINE: MARCH 1st FOR THE FALL SEMESTER

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 Réglement 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

Introduction to Entrepreneurship
Introduction to Entrepreneurial Marketing
Introduction to Business Software Tools
Social Media as a Business Tool
Entrepreneurial / Innovative Mindset
English
French

SEMESTER

2

Economics and e-Commerce
Consumer Behaviour for Entrepreneurs
Social & Sustainable Entrepreneurship
Business Communications for Entrepreneurs
English
Humanities
French
Physical Education

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3

Small Business Accounting
Web Page Design for Marketing and Sales
Managerial Statistical Methods
Legal Issues for SMBs and Entrepreneurs
Fundamentals of Direct Selling
English
Humanities
Français du travail

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4

Finance for Entrepreneurs
Digital Marketing
Marketing Research for Entrepreneurs
Assessing & Managing Risk
English
Humanities
Complementary
Physical Education

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5

Franchising/Taking Over a Family Business
Integrated Marketing Communications
Human Resource Management for Startups
Negotiation Skills for Entrepreneurs
Business Plan Laboratory
Incubator 1: Idea/Innovation Phase
Complementary
Physical Education

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6

Purchasing & Inventory for Startups
Doing Business in Quebec
Personal Branding for Entrepreneurs
Incubator 2: Planning Phase
Incubator 3: Launch Phase / Externship

A NEW SEASON – A NEW SEASON – A NEW SEASON – A NEW SEASON
