

Area of Interest: Business

## Business - Management and Entrepreneurship (Co-op and Non Co-op Version)

Ontario College Diploma  
2 Years  
Ottawa Campus

Program Code: 0242X01FWO

### Our Program

#### **Thrive with a challenging and rewarding career as an entrepreneur.**

The two-year Business - Management and Entrepreneurship Ontario College Diploma program provides you with the knowledge and skills for a successful career in management or ownership of a small or medium-sized enterprise.

This program has a strong focus on business trends, developing an entrepreneurial mindset, and innovation in a digital economy. It encourages your creativity, strategic thinking and originality, as you cultivate the skills to start up and run a small business.

Explore your talents and creativity through hands-on projects that can be customized to your interests. Learn about business concepts and how to:

- develop a good business idea
- create a business model
- validate your business through market research
- manage people and resources
- understand financial information
- gain customer attention and sell
- create a digital presence
- launch a business

Create a start-up idea that you develop and enhance throughout the program. Complete multiple team-based projects, including the creation of an online store as well as the presentation of a comprehensive business plan.

Our campus is the ideal place for an entrepreneur. Program faculty include entrepreneurs and business owners who continue to keep up with trends in their areas of specialization. You have access to the Discovery, Applied Research and Entrepreneurship (DARE) District and our entrepreneurship and innovation centre. Activities such as the AC Market, B-ME Grill and Wolves Den provide you with opportunities for hands-on, experiential learning. You will benefit from our partnership with Shopify, which provides free access to a world-class e-commerce platform to create and launch your business during the course of your studies.

Students also have the option to gain real-world experience through a paid co-operative education (co-op) work term (see Additional Information for more details). Please note that places in the co-op work term are subject to availability and academic eligibility. Please note admission to the co-op program does not guarantee a co-op placement.

Upon graduation, you are ready for a variety of career paths. You may start a business, manage an existing business, continue your education or find a career in:

- eCommerce
- visual merchandising
- store planning
- professional sales
- social media
- marketing research
- purchasing
- retail
- customer service and management

**NOTE:** Students complete Levels 01 and 02 in Year one, followed by a mandatory one-semester break, then complete Levels 03 and 04 in Year two. See Additional Information for details regarding program progression.

### **SUCCESS FACTORS**

This program is well-suited for students who:

- Want to control their destiny and start a small-to-medium-sized business.
- Are interested in leveraging their entrepreneurial spirit to manage an existing business.
- Learn in an environment that encourages the generation of new ideas.
- Strive to become strategic thinkers and find better ways of doing things.
- Get the job done by being proactive.
- Are interested in being a part of a like-minded group of students and faculty that helps them achieve their goals.

### **Employment**

Small and medium-sized businesses are the fastest growing sector of the economy, locally and internationally. Graduates are sought after in all industry sectors for their entrepreneurial spirit, creative and problem-solving skills and their ability to successfully adapt to constant change in the business world.

Most graduates have chosen to open their own business or take over their family business. Others are gainfully employed in a wide range of business activities including visual merchandising, store planning, sales (both business-to-business and business-to-consumer), sales promotion, marketing, social media, marketing research, purchasing, customer service and management. Opportunities may be available with domestic and international retailing, manufacturing, service and wholesaling firms, and in government departments and agencies.

### **Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan.
- Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
- Use current concepts/systems and technologies to support an organization's business initiatives.
- Apply basic research skills to support business decision making.

- Support the planning, implementation and monitoring of projects.
- Perform work in compliance with relevant statutes, regulations and business practices.
- Explain the role of the human resource function and its impact on an organization.
- Use accounting and financial principles to support the operations of an organization.
- Describe and apply marketing and sales concepts used to support the operations of an organization.
- Outline principles of supply chain management and operations management.
- Outline and assess the components of a business plan.
- Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
- Develop strategies for the operation and management of entrepreneurial ventures and small business enterprises.
- Propose effective management, team-building, and leadership techniques that encourage innovation in an entrepreneurial setting.
- Create ecommerce-based business strategies appropriate to entrepreneurial ventures and small business enterprises.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

## Program of Study

Level: 01	Courses	Hours
BUS2301	Business Computer Applications	42.0
ENL1813B	Communications I	42.0
MGT2232	Entrepreneurship and Innovation	56.0
MKT0018	Marketing for Management and Entrepreneurship	42.0
QUA0002	Business Mathematics	42.0
RET2221	Skills for Success	42.0
Level: 02	Courses	Hours
ACC0014	Accounting for Small Business	42.0
ENL1823B	Communications II	42.0
LAW1702	Business Law	42.0
MGT2202	Emerging Technology for Business	42.0
MKT0019	Marketing Research	42.0
RET2213	Ecommerce	42.0
Choose one from equivalencies:	Courses	Hours
GED0242	General Education Elective	42.0

Level: 03	Courses	Hours
MGT2203	Financial Management for Small Business	56.0
MGT2204	Social Innovation	42.0
MGT2225	Project Management for Business Start-Ups	42.0
MKT2218	Digital Marketing	42.0
RET2214	Retail Management	56.0
Choose one from equivalencies: Courses		Hours
GED0242	General Education Elective	42.0
Co-op: 01	Courses	Hours
WKT0242	BME - Work Term I	
Level: 04	Courses	Hours
MGT2008	Business Plan - Applied	56.0
MGT2223	Career Preparation for Entrepreneurs	42.0
MGT2224	Managing for Business Success	56.0
MGT2228	Global Entrepreneurship	42.0
RET2223	Professional Selling	42.0
Choose one from equivalencies: Courses		Hours
GED0242	General Education Elective	42.0

## Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator>.

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro>.

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$1,000 per year and can be purchased from the campus store.
- For more information visit <https://www.algonquincollege.com/coursematerials>.

## Admission Requirements for the 2024/2025 Academic Year

### College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR

- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

**Program Eligibility**

- English, Grade 12 (ENG4C or equivalent)
- Mathematics, Grade 11 (MBF3C or equivalent)
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20 OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/> .

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

**Admission Requirements for 2023/2024 Academic Year****College Eligibility**

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

**Program Eligibility**

- English, Grade 12 (ENG4C or equivalent).
- Mathematics, Grade 11 (MBF3C or equivalent).
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/> .

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

## Application Information

### **BUSINESS - MANAGEMENT AND ENTREPRENEURSHIP (CO-OP AND NON CO-OP VERSION)** **Program Code 0242X01FWO**

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca  
60 Corporate Court  
Guelph, Ontario N1G 5J3  
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/>.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:  
<https://algonquincollege.force.com/myACint/>.

For further information on the admissions process, contact:

Registrar's Office  
Algonquin College  
1385 Woodroffe Ave  
Ottawa, ON K2G 1V8  
Telephone: 613-727-0002  
Toll-free: 1-800-565-4723  
TTY: 613-727-7766  
Fax: 613-727-7632  
Contact: <https://www.algonquincollege.com/ro>

## Additional Information

### **CO-OP INFORMATION:**

All applicants apply directly to the non-co-op version of this program through <http://www.ontariocolleges.ca/> or our International Application Portal. Students may elect to participate in the co-op version, two terms prior to the first co-op work term, subject to availability and academic eligibility.

Co-operative education (Co-op) allows students to integrate their classroom learning with a real-world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College's Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program's co-op level(s), visit the courses tab on your program's webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.



For more information on co-op programs, the co-op work/study schedule, as well as general and program-specific co-op eligibility criteria, please visit <https://www.algonquincollege.com/coop>.

**PROGRAM PROGRESSION:**

There are three program intakes, and students may start in the Fall, Winter, or Spring semesters. Progression through the program is the same for all intakes, i.e., students complete Levels 01 and 02 (Year 1), followed by a mandatory one-semester break, and then Levels 03 and 04 (Year 2).

**Contact Information****Program Coordinator(s)**

- Christopher Dore, <mailto:dorec1@algonquincollege.com>, 613-727-4723, ext. 2838

**Course Descriptions****ACC0014 Accounting for Small Business**

Students develop the ability to collaborate and work effectively with their accountant and bookkeeper through their business launch and operations. Topics include balance sheets, income statements, journalizing in the general journal, general ledger and special journals, proper banking procedures, cash control protocols and government related employee payroll and tax requirements.

Prerequisite(s): QUA0002

Corerequisite(s):none

**BUS2301 Business Computer Applications**

The knowledge gained in this course provides students with a solid foundation for future learning in other studies, and in business. Students learn a variety of tasks in Windows file management. Students also learn tasks and produce assignments in Microsoft Office for PC. Web-based software running computer-based simulations and assessments are used to support and enrich the learning experience. It is strongly recommended that students use a PC. Mac students may be required to install and learn additional software to successfully complete the course.

Prerequisite(s): none

Corerequisite(s):none

**ENL1813B Communications I**

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students develop stronger grammar and business-writing skills to become effective business communicators. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none

Corerequisite(s):none

**ENL1823B Communications II**

Students continue to expand their practical writing and speaking skills for successful communication in business. Using real-life scenarios and research skills, they produce informal reports and proposals, deliver presentations to a live audience supported by technology, and create a job-search package. Students create professional documents, such as information reports, progress reports, justification/recommendation reports, summary reports, and minutes of meetings to develop up-to-date writing skills. The job search package includes employment-readiness skills, resumes, persuasive cover letters, and interview techniques. In all written work, students continue to develop and enhance their grammar skills to meet professional, workplace standards.

Prerequisite(s): ENL1813B

Corerequisite(s):none

**GED0242 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following four theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

**GED0242 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following four theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

**GED0242 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following four theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

**LAW1702 Business Law**

Students are prepared for a business environment increasingly affected by laws. They learn how laws must be understood and applied by management in the conduct of business. They also learn how to analyze a business situation from a general legal perspective. Emphasis is placed on methods of dispute resolution, contracts, torts, employment law, methods of carrying on business, creditors' rights, sale of goods and marketing law.

Prerequisite(s): none

Corerequisite(s):none

**MGT2008 Business Plan - Applied**

This is the "cornerstone" course for the program. Students use key business management and entrepreneurial concepts to write and present a comprehensive business plan of their choice. The plan includes detailed marketing, operational and financial components thereby giving students a clear indication of the health of their business concept. Through a business plan project, students conceptualize, analyze and compile a comprehensive business plan which articulates the steps for starting their new business.

Prerequisite(s): MGT2203 and MGT2225 and MGT2232 and MKT0019 and MKT2218 and RET2214

Corerequisite(s):none

**MGT2202 Emerging Technology for Business**

The use of new and existing technology and management tools are essential and a potential differentiator and advantage in today's business world. Technology advances are occurring rapidly, therefore, an understanding of the change and the usage of technology are essential skills in today's business environment. Students in this course will experiment, evaluate and apply new technologies, understand the risks, opportunities and rewards of new and existing technologies and explore how to manage technology in their own venture.

Prerequisite(s): none



Corerequisite(s):none

**MGT2203 Financial Management for Small Business**

Students are introduced to financial statements and concepts that enable them to effectively partner with the financial professionals that they encounter through their business launch and operations. Topics include balance sheets, income statements and cash-flow statements and their interactions, financial analysis, and forecasting/budgeting. In addition, attention is focused on time-value of money concepts, particularly as it relates to debt (interest payments and repayment schedules), as well as on various sources and types of financing for small businesses. Spreadsheet software is used extensively to present, analyze and solve financial business issues.

Prerequisite(s): ACC0014

Corerequisite(s):none

**MGT2204 Social Innovation**

Social entrepreneurship and innovation is a rapidly developing field of business management where innovative thinking is applied towards solving social and environmental challenges within a market-based economy. The course will provide students with a practical introduction to social entrepreneurship and innovation by exploring various business models such as non-profit, for-profit, social and indigenous enterprises. Topics such as sustainability, innovation, societal impact, and corporate social responsibility (CSR) will be explored. Students will compare and contrast various approaches to social innovation in Canada and globally in sectors such health care, climate change, technology, finance and more. Through case studies, discussions and experiential learning, students will understand how social entrepreneurs use business knowledge and skills to transform communities and society at large.

Prerequisite(s): none

Corerequisite(s):none

**MGT2223 Career Preparation for Entrepreneurs**

Students focus on planning and enhancing the skills required to pursue the next phase of their career and life preparation. The course contains information on industry preparation, start-up life and postsecondary education with an emphasis on lifelong learning and personal development. Students focus on researching employment opportunities, expanding their professional network, employability skill assessment and interview preparation. This allows students to gain confidence as they launch their professional business career. Students will also focus on analyzing various opportunities to expand their applied skills within complementary educational program areas and in their future endeavours, including what life in a start-up looks like.

Prerequisite(s): none

Corerequisite(s):none

**MGT2224 Managing for Business Success**

Today's business owners and managers must not only recognize but excel in achieving organizational objectives for long term business success. This course examines the fundamental people and business management functions within a small to medium-sized enterprise, including best-practices related to recruitment, selection, onboarding, compensation, performance development, performance management, and leading a diverse workforce. Students will review the underlying management functions that support effective business operations within the framework of federal and provincial employment law. Learning is applied through the completion of a simulation, case studies, and a major project where students examine various organizational strategies leading to effective decision making and achievement of business objectives. Upon successful completion of this course, students will understand how to create a work culture that supports innovation and change.

Prerequisite(s): none

Corerequisite(s):none

**MGT2225 Project Management for Business Start-Ups**

Entrepreneurs must know how to successfully plan and execute projects on time and within budget. Students learn the basic concepts of project management based on the best practices in this field. The tools and techniques include learning to identify project priorities, assigning and managing resources, budgeting, tracking progress and communicating with stakeholders. Hands-on practice is provided using project scheduling software as a means to understand the work breakdown structure, critical-path activities and resource loading. Case studies are used in order to demonstrate the practical application of each concept to the planning and completion of project activities.

Prerequisite(s): none

Corerequisite(s):none

**MGT2228 Global Entrepreneurship**

Focus is on business entry into the international marketplace with special attention on identifying the barriers to entry. From a global entrepreneurship perspective, students examine the role of international trade research in identifying opportunities, the role of federal institutions in assisting entrepreneurs to identify threats and reduce the risk of failure. In addition, students learn the process of importing and exporting goods, the legal aspects of international trade, the growing role of CSR (Corporate Social Responsibility), the nature of trade financing when buying or selling internationally and the role of e-commerce in developing a global business presence. Students are exposed both to sources of information on the international marketplace and to the basic terminology being used in that marketplace.

Prerequisite(s): none

Corerequisite(s):none

**MGT2232 Entrepreneurship and Innovation**

In a world undergoing rapid and significant change, it is important to recognize the role, skills and characteristics associated with entrepreneurship in order to remain relevant. Topics include an overview of innovative thinking techniques, trend spotting, e-Commerce, marketing, market research, digital marketing, licensing, franchising, buying and selling a business, and succession planning. Students put into practice entrepreneurial skills and strategies to recognize business opportunities. Through individual projects, students engage with entrepreneurs to discuss issues in today's market-place and report on their findings.

Prerequisite(s): none

Corerequisite(s):none

**MKT0018 Marketing for Management and Entrepreneurship**

An overview of the primary marketing functions used within an organization to successfully market products and services is provided. These functions include an overview of the strategic marketing process, environmental scanning, the ability to identify and segment markets, understanding of consumer buying behaviours and the importance of marketing research. This results in the development of a coordinated marketing plan (product, price, promotion and distribution channels).

Prerequisite(s): none

Corerequisite(s):none

**MKT0019 Marketing Research**

Students apply the theory of sound marketing research to understand its importance in the managerial decision-making process in today's competitive marketplace. They apply current techniques to collect, record and analyze data relating to relevant business marketing challenges. Students work individually and in teams to develop and execute a research study for a product, service or an industry client. This study involves a hands-on approach to specific delineation of problems, design of a research proposal along with collection of secondary and primary data. Various research techniques are used to develop and interpret the research results. Students present their study's findings and the results for management action.

Prerequisite(s): MKT0018 or MKT2317  
Corerequisite(s):none

### **MKT2218 Digital Marketing**

Students focus on understanding and implementing digital marketing strategies using a broad range of online marketing tools. Establishing key messages, building engagement and effectively communicating with customers is essential in the digital landscape today. Students build a strong foundation in content marketing and management systems, social media marketing, search engine marketing and measurement analytics, all cornerstones to an effective digital strategy.

Prerequisite(s): MKT0019  
Corerequisite(s):none

### **QUA0002 Business Mathematics**

Students review basic arithmetic and algebra, as well as mathematic tools and concepts required for solving problems found in a business environment. Problem-solving areas include cost-volume-profit analysis, linear functions and systems of equations, index numbers, markup and markdowns, terms of invoicing and business finance.

Prerequisite(s): none  
Corerequisite(s):none

### **RET2213 Ecommerce**

Setting up and managing e-commerce websites is an essential skill in today's multi-channel economy. Develop a broad understanding of all that goes into a successful e-commerce site, whether you are an entrepreneur or working for a larger organization. This course provides the fundamentals of e-commerce, with a particular emphasis on the strategy, challenges and applications of e-commerce - include security issues, billing and payment systems, and supply chain. Emphasis is on applied learning, learning from real-world successes and failures via cases. The course will culminate in the development of an e-commerce website.

Prerequisite(s): MGT2232 and MKT0018  
Corerequisite(s):none

### **RET2214 Retail Management**

Students are introduced to retail specific strategies and best practices to adapt, navigate and manage in an ever-changing retail environment. An in-depth look at how the physical and online environments (omni-channel) impact a consumer's shopping experience are explored. Learning outcomes are integrated throughout the course with case studies and in-class activities. The importance of retail marketing and branding, the retail mix, macro and micro environmental issues, supply chain optimization, pricing strategies, and inventory management are also reviewed.

Prerequisite(s): RET2213  
Corerequisite(s):none

### **RET2221 Skills for Success**

Students are focused on developing the essential skills needed to work in the rapidly changing environment of business management and entrepreneurship. Key transferable skills include team building and leadership, critical thinking, creative thinking, time management and goal-setting, learning and memory techniques, dealing with change, changing bad habits, stress management, presentation skills, business ethics and problem-solving using the Case Study Method. An overview on the importance of academic integrity and understanding the School of Business policies is also provided.

Prerequisite(s): none  
Corerequisite(s):none

**RET2223 Professional Selling**

Students are able to support the critical role of trust-based relationship selling and it's increasing importance in the business environment. Students develop the skills required to be a sales professional with weekly role-playing and a final mock sales presentation with a product/service of their choice. Students analyze buyer motivators, their purchasing process and overcome customer concerns with confidence. The importance of sales ethics and its legal implications are also examined. Students demonstrate the importance of collaborative, two-way communication in trust-based selling and the business environment.

Prerequisite(s): none

Corerequisite(s):none

**WKT0242 BME - Work Term I**

Students gain valuable on-the-job experience with their own venture, or within a business. This Cooperative education work term develops further technical expertise for students.

Prerequisite(s): none

Corerequisite(s):none