



Graduate Certificate in Entrepreneurship

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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.

A message from Dr. Kamal S. Salmasi, Area Coordinator for the Management, International Business and Entrepreneurship programs



The graduate-level Entrepreneurship program at McGill University's School of Continuing Studies (McGill SCS) has been redesigned for the 2015-2016 academic year. McGill SCS is known for its quick response to ever-changing market trends and the creation of the new Diploma in Entrepreneurship program has been done to respond to our students' needs and to reflect new developments in industry.

As the Area Coordinator for Entrepreneurship, I would like to share with you some of the highlights and context within which the entrepreneurship program was evaluated and revised. To develop the program, extensive research was conducted in order to capture how the economy has shifted towards small businesses in the last decade and to see how this change can be adapted to the classroom environment. Our primary objective was to teach individuals to become high-level problem solvers while maintaining their business savvy.

Treated much like a start-up of its own, the program was carefully retooled with the modern entrepreneur in mind. In addition, to students' comments, we also looked at twenty five major universities and compiled a list of all of the courses being taught in their respective entrepreneurship programs. Using these courses as a benchmark, we reached out to the Montreal business community and received invaluable feedback from leading industry entrepreneurs. The common response was that while many people possess great ideas, they need to learn how to implement them properly. In short, to become successful, one has to learn high-level skills such as drafting a sound business plan, navigating legal documents, acquiring practical know-how, building the right team and actually selling the product or service.

The real-world feedback collected was shared with instructors and various committee members, which resulted in developing a program which now includes more 'hands-on' training with notable guest speakers from industry. Part of the hands-on practical work involves students, as part of the program requirement, actually building a business from the ground up and learning to how to successfully pitch ideas for funding with investors.

With a tailored curriculum this program is suited for anyone who wants to learn the fundamentals of entrepreneurship with people who have seen it all - from success to failure and success again. It is not only applicable to entrepreneurs starting new ventures, it is just as applicable to "intrapreneurs" trying to launch a new product or idea within an existing company.

Warmest regards,
K. S. Salmasi

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>

Program Methodology

Dr. Carmen Sicilia and Dr. Kamal Salmasi at the CAUCE 2013 conference: “*Keeping Programs at the Leading Edge*”

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>

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 options.

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. Others are driven by circumstances such as layoffs, frustration with their current workplace culture or the want of a more flexible lifestyle.

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

How can a McGill University's School of Continuing Studies Program prepare you for a career in Entrepreneurship?

- You will be exposed to the principals of entrepreneurship required to start and manage a sustainable new venture.
- You will learn how to prepare, manage and present a business plan; structure the business and seek funding.
- You will be exposed to the latest theory, pertinent case studies and practical entrepreneurship models of small business management.
- You will acquire the sales skills all entrepreneurs need to identify and grow a customer base.
- You will learn about the available resources to help your business grow.
- You will gain invaluable information from the expertise of some of Canada's best entrepreneurs.

The Program

The Graduate Certificate in Entrepreneurship is a 15 credit program which consists of five courses.

The graduate certificate's program requirements are:

4 Required courses (12 credits):

CEN2 500	New Venture Formation
CEN2 505	Sales and Negotiation Strategies
CEN2 506	Financing Startups and Ventures
CEN2 510	Practical Entrepreneurship Management

1 Complementary course choose from (3 credits):

CGM2 510	Project Management: Tools and Techniques
CMIS 530	Digital Analytics and Targeting
CMIS 542	Strategic Internet Marketing
CMIS 544	Digital Marketing Automation, Planning and Technology
CMS2 521	Applied Management Statistics
CPL2 524	Introduction: International Business

Or any other 500 level course offered through Career and Professional Development and approved by the department.

Note: All courses are 3 credits unless otherwise stated.

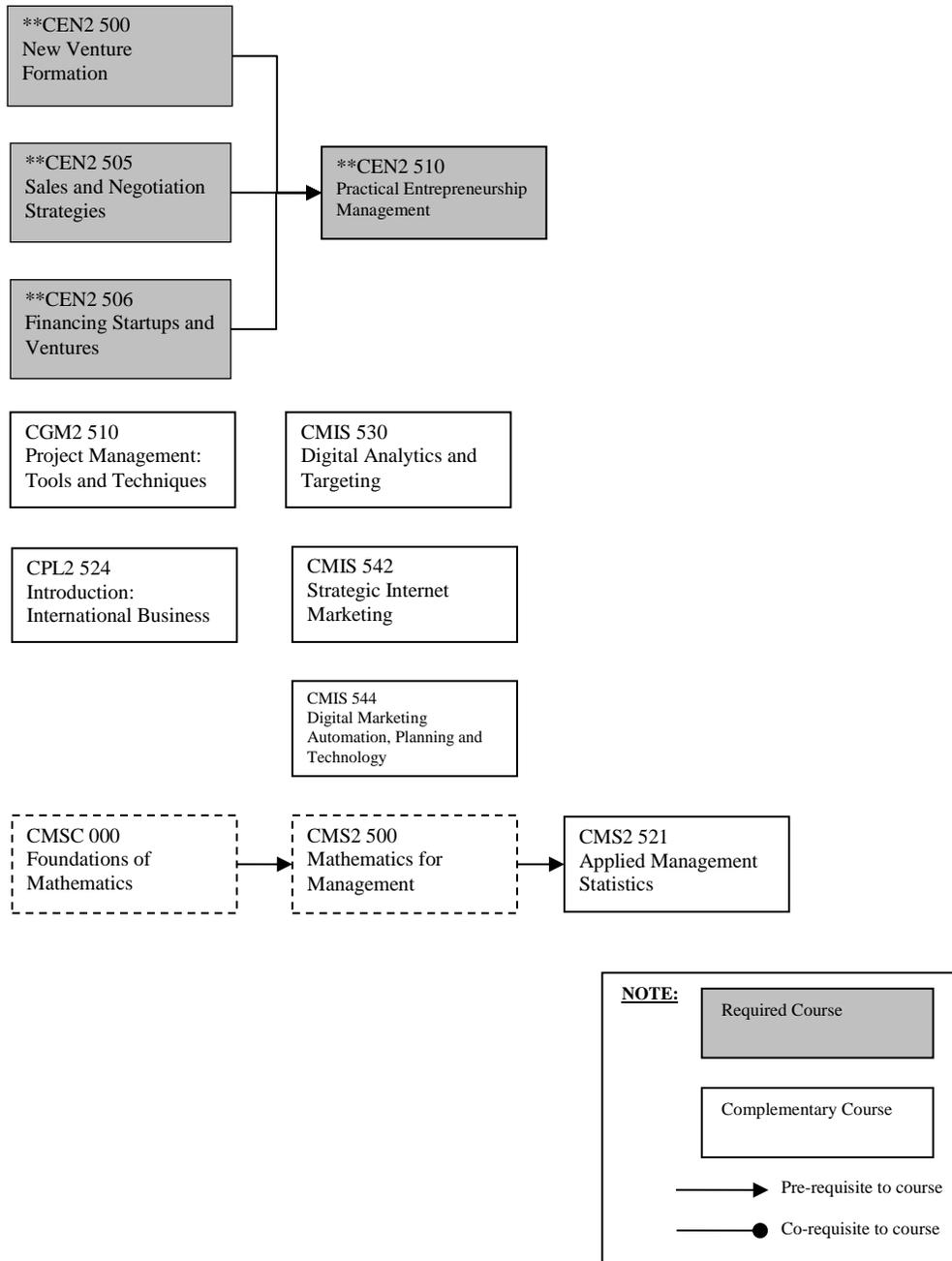
IMPORTANT NOTE:

This program is EFFECTIVE as of Summer 2017.

If you were admitted PRIOR to Summer 2017, please follow the STUDY PLAN which you were provided with at the time of your admission.

Course Sequence

Graduate Certificate in Entrepreneurship



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

*** Please note that the CEN2 courses are offered in an intensive nature: evening classes with full-day Saturday classes. Please contact us for more information.*

Course Descriptions

CEN2 500 New Venture Formation

(3 credits)

Pre-requisites: None

This course will equip students with the essential business acumen required to plan and launch a new venture. The course will explore the various facets of entrepreneurship dealing with idea generation, valuation techniques, funding, data sources, intellectual property, legalities and business plan development.

CEN2 505 Sales & Negotiation Strategies

(3 credits)

Pre-requisites: None

A critical aspect of any new venture is the ability to discover its markets, locate its first customers and sell its product and services. This course will help students identify their target customers, crystalize the venture's customer value proposition, and develop an effective sales plan. Also, "win-win" business negotiation techniques will be reviewed.

CEN2 506 Financing Startups and Ventures

(3 credits)

Pre-requisites: None

Selecting and securing venture financing by evaluating the different sources of equity and debt financing (including Government financial assistance programs). Capital planning, valuation and financing deal structure will also be covered.

CEN2 510 Practical Entrepreneurship Management

(3 credits)

Pre-requisite: CEN2 500, CEN2 505, and CEN2 506

This course aims to fill in the gaps between classroom learning and real life venture experience. This application-based course provides students with hands-on experience in planning a new venture in its entirety. Students will work in teams to develop a new start-up idea project during the span of the term.

CMIS 530 Digital Analytics and Targeting

(3 credits)

Pre-requisites: None

Covers fundamental techniques in measuring and analysing the digital marketing experience success and effectiveness as well as using audience data to improve advertising and content using targeting and experiments. How to measure, analyze, and act upon the evolving internet technologies and trends.

CMIS 542 Strategic Internet Marketing

(3 credits)

Pre-requisites: None

Introduction to electronic marketplaces and their evolving role in e-business focusing predominantly on the use of general and vertical marketplaces by businesses. Social media marketing including new channels of marketing, advertising and communication will also be discussed.

CMIS 544 Digital Marketing Automation, Planning and Technology (3 credits)

Pre-requisites: None

Covers the fundamental concepts needed to develop a digital marketing plan. Enables students to gain an understanding of market behaviour, translation of corporate goals into digital marketing objectives, basic overview of various strategic approaches to align to objectives, as well as implementation and control.

CGM2 510 Project Management: Tools and Techniques (3 credits)

Pre-requisites: None

Focus on main concepts and theories of project management from initiation to close-out. Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. The concepts presented apply to projects of various sizes, types and degrees of complexity.

CMSC 000 Foundations for Mathematics (12 CE Units)

Pre-requisites: None

Operations with real numbers, polynomials, first-degree equations and applied word problems. Factoring, fractions, exponents, roots and radicals. Absolute values, equations and inequalities. Quadratic equations, applied problems, arithmetic and geometric sequences and series.

CMS2 500 Mathematics for Management (3 credits)

Pre-requisite: CMSC 000 Foundations of Mathematics or the Exemption by Examination Test

Basic mathematics needed for business applications, including graphs, series summation, mathematics of finance, annuity, discounted cash flow, internal rate of return, permutations, combinations, maxima and minima functions with business applications in optimization, introductory statistics and probability.

CMS2 521 Applied Management Statistics (3 credits)

Pre-requisite: CMS2 500 Mathematics for Management or the Exemption by Examination Test

Statistical methods used in a variety of business situations, emphasizing application and providing a working knowledge of the most widely-used techniques. Topics include descriptive statistics; probability distributions; sampling procedures and distributions; inferential statistics including estimation; hypothesis testing and Anova; simple linear, multiple regression and correlation; time series and forecasting.

CPL2 524 Introduction: International Business (3 credits)

Pre-requisites: None

This course deals with fundamental international business issues: the international business environment, foreign exchange risk, multinational corporations, international organizations, international sources of financing, international marketing policies, essential factors to be considered when entering foreign markets (licensing and exporting) and international management.

Professional Association

The Dobson Foundation

The Dobson Foundation created the Dobson Fellows in order to recognize the spirit of entrepreneurship as an essential component in the dynamism of Montreal's business community.

The Dobson Fellows have demonstrated a commitment to, and a significant contribution to, the spirit of entrepreneurship over a meaningful period of time. All the Dobson Fellows (26 to date) are exceptional leaders in their entrepreneurial fields and have lectured a minimum of five times before being asked to accept the Fellowship which requires, among other duties, continuing to lecture at least once a year.

The Dobson Fellows remain a selected group that adds significantly to the students learning experience. Their live case studies provide a real world approach to theory and practice.

For more information on the Dobson Fellows, please visit McGill's Dobson Centre for Entrepreneurial Studies' website: <http://www.dobsoncentre.mcgill.ca>.

Admission Requirements

1. Students must hold a Bachelor's Degree in Commerce (or equivalent) as approved by the Graduate and Postdoctoral Studies Office, and have a minimum cumulative grade point average (CGPA) of 3.0/4.0 or a CGPA of 3.2/4.0 for the last two full-time academic years.

2. If your CGPA is lower than the above requirement, please submit the following for consideration with your application, official transcript.

- a. **Letter of Intent:** A letter, 1 to 2 pages in length single-spaced, written in English or French, which addresses the following:
 - basis for interest in the program;
 - your knowledge that would be pertinent to the program;
 - your interest in the field of study and the reasons for applying to our program
 - plans for integrating the training into your current or future career;
 - a description of your professional experience and its relevance, if applicable, to the program
 - awards received or other contributions;
 - any additional information relevant to your application.
- b. **Curriculum Vitae**
- c. **Two Letters of Reference:** At least one should be from a current or former employer.
- d. **GMAT and/or GRE Test Score Results (optional):** Submit a copy of the official test score results.

Students without a Bachelors's Degree in Commerce (or equivalent) may be able to enroll for a Diploma in Management. For more information, please visit: <http://www.mcgill.ca/continuingstudies/prospective-students/apply/undergraduate-programs/undergraduate-admission-requirements>

To be admitted to the Graduate Certificate in Entrepreneurship, students must meet both the academic and language requirements of the program.

Admissions Procedures

How to APPLY to the *Graduate Certificate in Entrepreneurship*?

Please follow the steps below:

STEP 1:

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

- Once your application has been received and you have access to your Minerva account, you will be able to **upload your supporting documentation**, including a copy of transcripts. (A copy of your transcript with confirmation of degree awarded and date of graduation).
- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to: www.mcgill.ca/applying/submitting-your-documents/uploadingdocuments/
(If you are unable to upload the documents, you can send them by regular mail or bring them in person to our Client Services office at the address above).

STEP 7:

- **Sending official transcripts: All transcripts received via the upload process are considered unofficial.** If transcripts are required for your application, you will also need to have any official transcripts sent directly to the School by mail, in a sealed envelope by the educational institution(s) where you studied.

What is an Official Transcript?

If you have studied at an institution:

- In Canada or the United States – you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
 - Outside of Canada or the United States, - you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
 - **Note:** In cases where the language of instruction at the institution is not English or French, you must also send an official translation of the official transcript certified by a representative from the **Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ - <http://ottiaq.org/>)**.
- You need to request **official transcripts** as soon as possible once your application has been submitted to the School of Continuing Studies. Your Educational Institution must then mail these directly to the appropriate office below:

Client Services c/o Admissions

McGill University – School of Continuing Studies
688 Sherbrooke Street West, Room 1125
Montreal, QC
Canada, H3A 3R1

- **Important:** You must make sure you apply by the application deadline. However, if you have any outstanding supporting documents at the time of your application, you may upload them as they become available or forward them directly to the School of Continuing Studies as soon as possible. Your admission application will only be completed once the School has received all of the required documents.
- **Note:** All required documents received by McGill University School of Continuing Studies become the property of the university. Official documents and/or transcripts will not be returned to the applicant.
- **Note:** Transcripts received by McGill University's School of Continuing Studies cannot be transferred to any other department or program as it would constitute submitting a new application. Therefore, you must submit a new sealed envelope of your official transcripts for each application made to McGill University's School of Continuing Studies.

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>