



This undergraduate program prepares skilled entrepreneurs of tomorrow! Students acquire a broad understanding of what is required to successfully operate a viable, sustainable business, integrating learning concepts, principles and practice of business management. Students learn specific skills to be efficient in their work organization and decision making, as well as develop their capacity to succeed in various positions within an organization.

Offered in a bilingual format, this program allows students to hone their English language skills, thus making them fully functional in the work environments that require English communications.

## WHAT OUR STUDENTS CAN DO FOR YOU

### Launching a new business

- All legal forms of business: registration, legal person, partnership, cooperative, NPO
- All sectors: technology, manufacturing, services, retail, etc.
- All forms of entrepreneurship: launch and start-up, recovery, family succession, purchase, spin-off, franchise, selfemployment
- Sole proprietorship or partnership

### Support to SMEs and start-ups

- Market research and analysis
- Competitive intelligence and analysis
- Intrapreneurship: planning and implementing innovative projects
- Search for financing
- HR management support
- Operations and production management support
- Sales and sales management contribution
- Accounting and financial management
- Design of business models and their amendments
- Business plan draft or update assistance

### Economic and entrepreneurial development

- Participation in the planning efforts for local or regional economic and entrepreneurial development
- Management of economic and entrepreneurial development structures
- Collaboration in the entrepreneurship community
- Support in the design and evaluation of education and training to entrepreneurs
- Management consulting and support services to SMEs and entrepreneurs
- Assistance in financing search
- Financial package help and advice



## KNOWLEDGE AND SKILLS

Term	Description
S-1	Introduction to management: company governing principles; start-up idea identification; management problem-solving; introduction to accounting; presentation of financial statements; accounting system logic; financial management; financial markets; management process and marketing basics.
S-2	Further studies in management concepts: implementation of a business start-up; project launch; project management; business closure; HR management; statistical processing and analysis of data and further studies in accounting concepts.
S-3	Further studies in the fundamental principles of management: business and corporate law; information systems; analysis of financial decisions; human aspects in organizations; creativity and design.
S-4	Project assessment: applied business models; entrepreneurship seminars; economic principles; taxation concepts.
S-5	Furthering of the entrepreneur's managerial skills: operations management; accounting management; communication and personal selling; business succession and SME management; directed project.
S-6	Business project design: practical aspects of financing; understanding of strategic management models; simulations and entrepreneurial leadership; directed projects.

## ORGANIZATION OF STUDY (S) AND WORK TERM (W)

1st year			2nd year			3rd year		
FALL	WIN	SUM	FALL	WIN	SUM	FALL	WIN	SUM
S-1	S-2	W-1	S-3	W-2	S-4	W-3	S-5	S-6