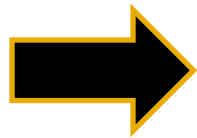


# Welcome to the **NEW!**

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## Entrepreneurship Major



For students  
**ADMITTED**  
to the program:

Fall 2013  
(and after)

# What it looks like:

## 3<sup>rd</sup> year (5<sup>th</sup> & 6<sup>th</sup> semester)

*Revised 2016-2017*

**REQUIRED:**

|            |                                       |
|------------|---------------------------------------|
| ENT 56A/B* | Entrepreneurial Skills Development    |
| ENT 527    | Studies in Entrepreneurship           |
| ENT 555    | Managing Small and Medium Enterprises |
| ENT 577    | Entrepreneurial Selling               |

**LIBERAL STUDIES:** Two courses from Table B – Upper Level Liberal Studies.

**PROFESSIONAL:** One course from the following:

|         |  |
|---------|--|
| ENT 100 | Applied Entrepreneurship ★ NEW!          |
| ENT 501 | Family Business in Canada                |
| ENT 627 | Social Entrepreneurship and Changemaking |
| ENT 633 | Corporate Governance                     |
| MKT 300 | Marketing Metrics and Analysis           |
| MKT 504 | Effective Persuasion                     |
| MKT 723 | Marketing in the Service Industry        |
| MKT 730 | Assessing/Managing Market Opportunities  |
| MKT 731 | Competitive Intelligence                 |

**PROFESSIONALLY-RELATED:** Two courses from Table I. Course selection must not include courses with an ENT prefix.

\*ENT 56A/B is a two-term course.

## 4<sup>th</sup> year (7<sup>th</sup> & 8<sup>th</sup> semester)

*Revised curriculum begins 2016-2017 for students admitted Fall 2013 and after*

**REQUIRED:**

|            |                           |
|------------|---------------------------|
| BUS 800    | Strategic Management      |
| ENT 78A/B* | Advanced Entrepreneurship |
| ENT 511    | Funding New Ventures      |
| ENT 725    | Management of Innovation  |

**LIBERAL STUDIES†:** One course from Table B – Upper Level Liberal Studies.

**PROFESSIONAL:** One course from the following:

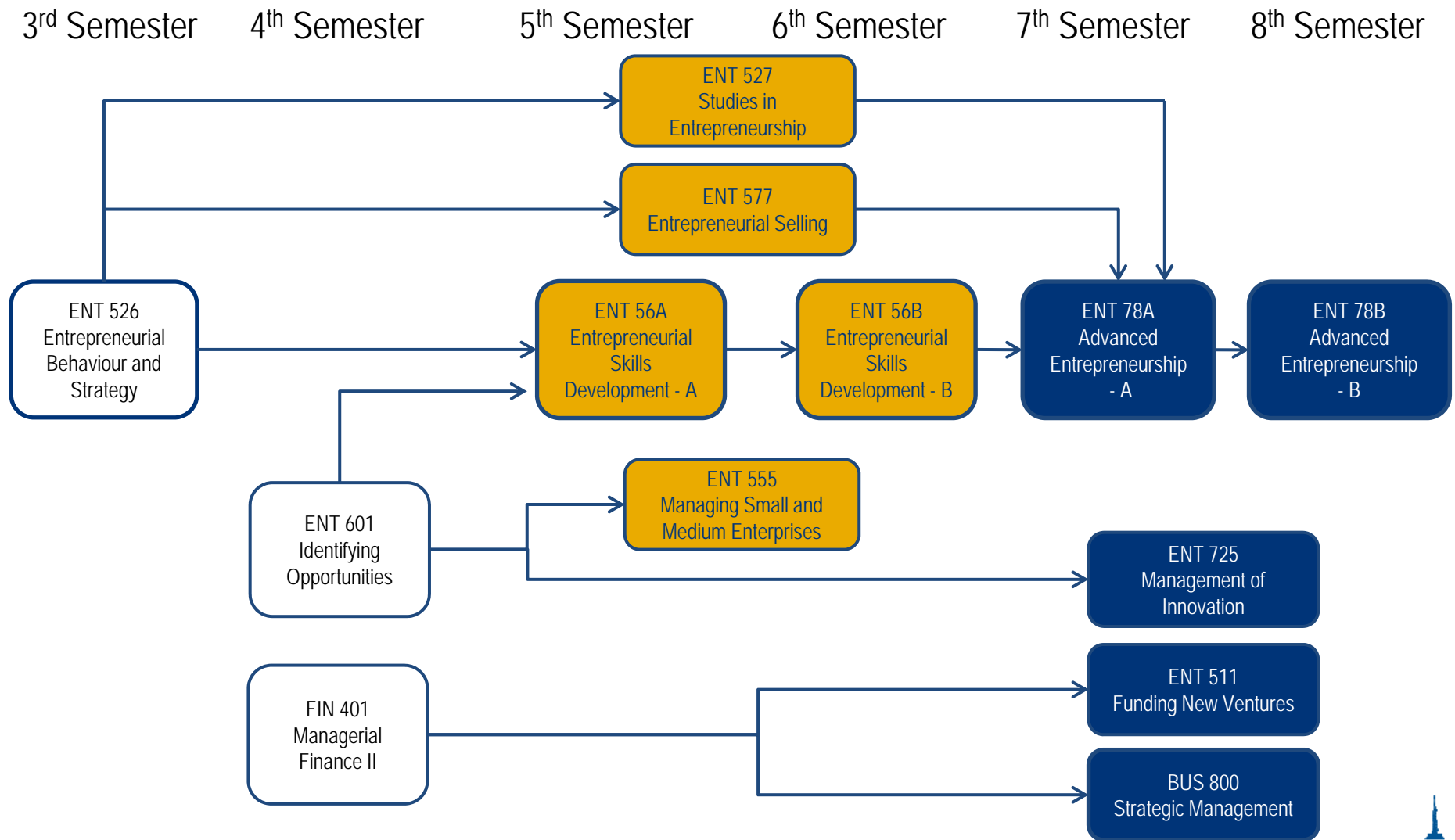
|         |  |
|---------|--|
| ENT 100 | Applied Entrepreneurship ★ NEW!          |
| ENT 501 | Family Business in Canada                |
| ENT 627 | Social Entrepreneurship and Changemaking |
| ENT 633 | Corporate Governance                     |
| ENT 727 | Applied Research in Entrepreneurship     |
| MKT 300 | Marketing Metrics and Analysis           |
| MKT 500 | Marketing Research                       |
| MKT 504 | Effective Persuasion                     |
| MKT 723 | Marketing in the Service Industry        |
| MKT 730 | Assessing/Managing Market Opportunities  |
| MKT 731 | Competitive Intelligence                 |

**PROFESSIONALLY-RELATED:** Three courses from Table I. Course selection must not include any courses with ENT prefix.

\* ENT 78A/B is a two-term course.

† Offered in Fall term only.

# New Core Curriculum Path



→ ENT 56A/B is a year-long course, Part A offered Fall only, and Part B offered Winter only.

→ ENT 78A/B is a year-long course, Part A offered Fall only, and Part B offered Winter only.

→ ENT 526 and ENT 601 therefore **MUST** be completed prior to 3<sup>rd</sup> year.

→ ENT 56A/B and ENT 527 and ENT 577 therefore **MUST** be completed prior to 4<sup>th</sup> year.



# Direct-Entry Students

(Graduates of a 3-year College Diploma admitted directly into 3<sup>rd</sup> year)

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- ➔ **ENT 56A/B** is a year-long 3<sup>rd</sup> year course, Part A offered Fall only, and Part B offered Winter only.
- ➔ **ENT 526** and **ENT 601** are the prerequisite courses for ENT 56A/B.

Direct-Entry students who enter the Entrepreneurship Major without transfer credits for **ENT 526** and **ENT 601**, therefore, will spend **one extra year** completing the Program (3 years instead of 2 years).

# Direct-Entry Students

(Graduates of a 3-year College Diploma admitted directly into 3<sup>rd</sup> year)

## Scenario 1:

Student has transfer credits for ENT 526 and ENT 601 from college, begins 3<sup>rd</sup> year of program in the Fall as normal.

## Scenario 2:

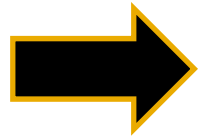
Student does not have transfer credits for ENT 526 and ENT 601 from college, takes ENT 526 and ENT 601 during first year of the program, begins ENT 56A/B in second year of the program, and takes a third year to finish ENT 78A/B.

### Example:

Fall, 3<sup>rd</sup> year: ENT 526  
Winter, 3<sup>rd</sup> year: ENT 601  
Fall, 4<sup>th</sup> year: ENT 56A  
Winter, 4<sup>th</sup> year: ENT 56B  
Fall, "5<sup>th</sup>" year: ENT 78A  
Winter, "5<sup>th</sup>" year: ENT 78B

# Part-Time Students

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Part-Time Students follow the program curriculum from the year they were **ADMITTED TO THE PROGRAM** for their entire time in that program.

EXAMPLE: Student is admitted:

Fall 2016

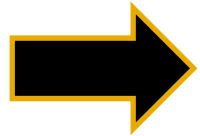
Student derives their first, second, third and fourth year curricula exclusively from the calendar printed in:

Fall 2016

[www.ryerson.ca/calendar](http://www.ryerson.ca/calendar)

# Part-Time Students

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**IMPORTANT:** There are very few ENT-prefix courses (CENT 526 and CENT 601 are the exceptions) offered with evening, weekend or distance-education formats, so this Major is not well-suited to students who can only take their courses in the evenings, on weekends, or online.