

Entrepreneurship Major Program Information

For Students Admitted Fall 2013 and After

Ryerson
University



**TED
ROGERS**
SCHOOL
OF MANAGEMENT

CURRICULUM: YEAR 3, AS PUBLISHED IN THE 2018-2019 UNDERGRADUATE CALENDAR: <http://www.ryerson.ca/calendar/2018-2019/>

5th & 6th Semester

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
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.

CURRICULUM: YEAR 4, AS PUBLISHED IN THE 2018-2019 UNDERGRADUATE CALENDAR: <http://www.ryerson.ca/calendar/2018-2019/>

7th & 8th Semester

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

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.

CO-OP OPTION

The **Entrepreneurship & Strategy Department** also offers an optional co-op program which provides graduates with 16 months of work experience integrated into their academic program. Students wishing to be considered for this program must apply for admission into the co-op option during the spring semester following the first year of the program. Admission into the co-op program is based on the following four items:

- 1. Minimum CGPA of 3.0 (or higher). Subject to competition, grades above the minimum may be required**
- 2. Evidence of superior oral and written communication skills**
- 3. Interview with the Faculty Advisor**
- 4. Resume/CV**

Students begin work terms upon completion of **second year** of the Business Management program and the co-op option extends the Entrepreneurship Major to **five years from four**. The Entrepreneurship & Strategy Department cannot guarantee work term jobs, but the Office of Co-operative Education and the Department will prospect for employers and make every effort to locate suitable positions, as well as be available to advise students on their search for program-related jobs. The co-op program enables students to earn prevailing wages for the level of responsibility and contribution of the jobs they perform and thus finance at least part of their university education.

The sequencing of academic and work terms is shown on the next page.

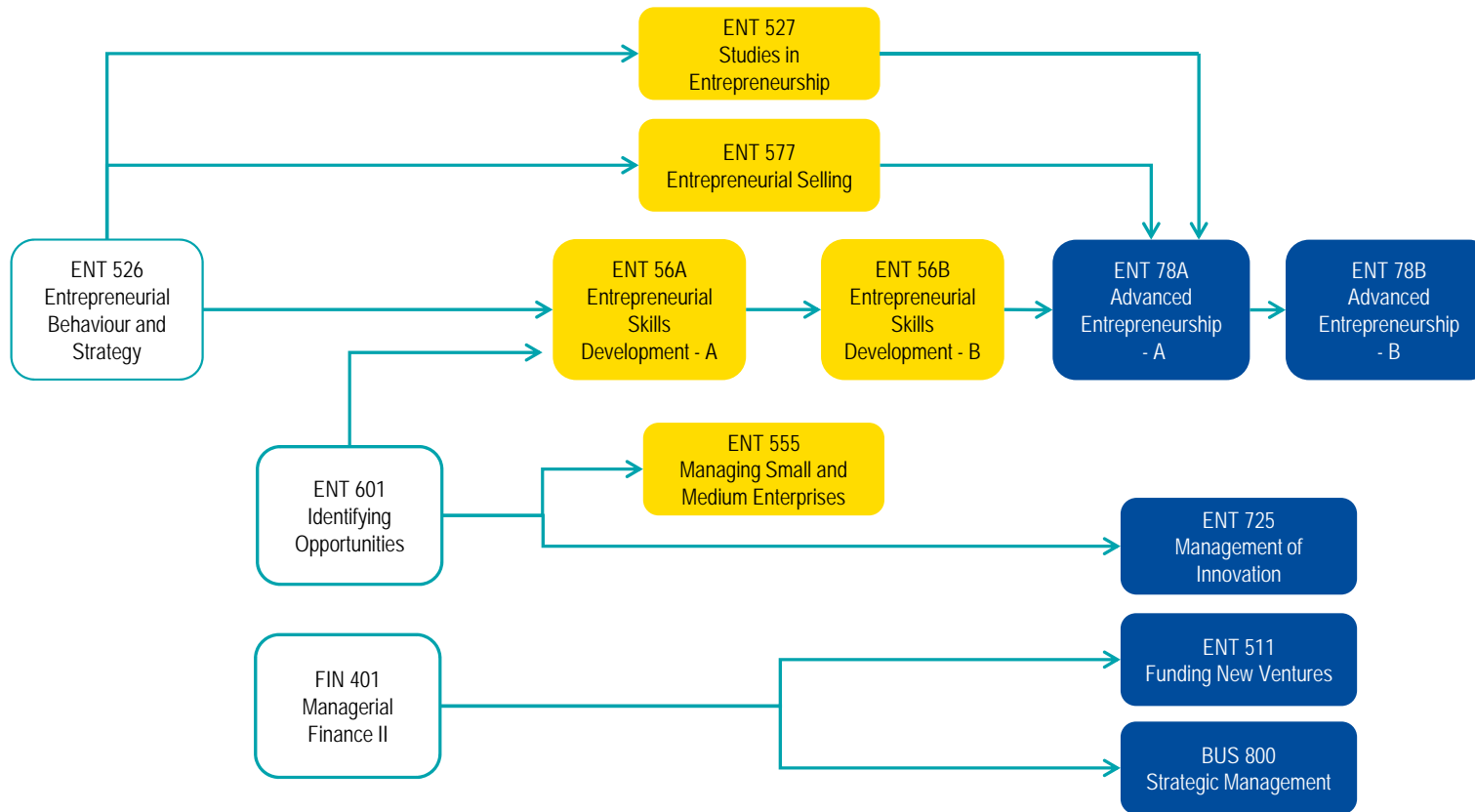
CO-OP OPTION

Revised sequencing begins Fall 2019 for students admitted Fall 2017 and after.

	FALL	WINTER	SPRING/SUMMER
Year 1	1 st Semester	2 nd Semester	---
Year 2	3 rd Semester	4 th Semester	---
Year 3	WKT 124 – Work Term I	5 th Semester	WKT 224 – Work Term II
Year 4	6 th Semester	WKT 324 – Work Term III	WKT 424 – Work Term IV
Year 5	7 th Semester	8 th Semester	

CORE CURRICULUM PATH

3rd Semester 4th Semester 5th Semester 6th Semester 7th Semester 8th Semester



CORE CURRICULUM PATH NOTES

- **ENT 56A/B** is a year-long course, Part A offered in Fall, and Part B offered in Winter. There is also a version with Part A offered in Winter, and Part B offered in Spring/Summer.
- The **prerequisites** for ENT 56A/B, which are **ENT 526** and **ENT 601**, therefore **must** be completed either prior to Fall of the 3rd year, or prior to Winter of the 3rd year.
- **ENT 78A/B** is also a year-long course, Part A offered in Fall only, and Part B offered in Winter only.
- The **prerequisites** for ENT 78A/B, which are **ENT 56A/B**, **ENT 527**, and **ENT 577**, therefore **must** be completed prior to Fall of the 4th year.

COURSE SCHEDULING NOTES

- 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.
- There are very few ENT-prefix courses (**CENT 526** and **CENT 601** are the exceptions) offered in Spring/Summer semesters.