

BUSINESS MANAGEMENT - ENTREPRENEURSHIP & INNOVATION (BEN)

Important: This program is no longer accepting new applications. Explore Related Programs (<https://www.senecapolytechnic.ca/programs/fulltime/BEN.html#related-programs>).

About the Program

In the Business Management – Entrepreneurship & Innovation graduate certificate program, you will learn and apply what you need to become a successful entrepreneur. You will graduate having developed a viable business idea/plan that you can use to launch a business and build your own future in the Canadian economic landscape as a sole proprietor, cooperative, business owner, innovator and manager, employing or involving others as your business grows and scales. Pursuing a startup doesn't have to be the end goal when you graduate, you can bring your innovative thinking and action to your employer, as an intrapreneur.

During the program, you will use case studies and simulations to heighten your experiential learning. You will develop your analytical skills, curiosity and openness to risk — all of which are traits inherent to innovation. You will also gain an understanding of how business decisions impact society and the environment and why sustainability in business matters.

The program will follow a mentorship-based model, allowing you to develop your professional network. This includes working with mentors on a weekly basis, access to partners across Toronto and the Greater Toronto Area, including HELIX, Seneca's on-campus incubator.

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements.

Skills

Throughout this program you will develop the following skills:

- business modelling
- hypothesis testing
- financial literacy
- management and funding
- digital marketing solutions

- ethics
- leadership
- human capital management
- business planning and execution

Your Career

Graduates of the program can explore the following career options:

- entrepreneurial companies and startups
- sustainability, social, non-profit and technology sectors
- banking and financial services
- e-commerce and social media
- financial technology
- consulting

Program of Study

| Course Code | Course Name | Weekly Hours |
|-------------------|--|--------------|
| Semester 1 | | |
| BEN800 | Finance for Entrepreneurs | 3 |
| BEN801 | Business Model Design | 3 |
| BEN802 | Business Growth | 3 |
| BEN803 | Digital Marketing and Entrepreneurship | 3 |
| BEN804 | Operations Management | 3 |
| BEN805 | Advisory Academy I | 4 |
| BEN806 | Entrepreneurial Ecosystem I | 4 |
| Semester 2 | | |
| BEN900 | Business Plan | 3 |
| BEN901 | Venture Practicum | 3 |
| BEN902 | Leadership and Human Capital | 3 |
| BEN903 | Business Launch: Sales | 2 |
| BEN904 | Business Launch: Legal | 2 |
| BEN905 | Advisory Academy II | 4 |
| BEN906 | Entrepreneurial Ecosystem II | 4 |

Program of Study

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Develop a comprehensive business plan for a new business enterprise to test the viability of a startup venture.
- Create and deliver pitch presentations to a variety of audiences to validate and enhance ideas that support the business plan.
- Set up and operate a basic electronic bookkeeping and accounting system for a new enterprise that will enable effective financial management and reporting.
- Devise marketing plans encompassing development, implementation, performance monitoring and adjustment using traditional and electronic tools, techniques and applications.
- Develop a business implementation plan that demonstrates compliance with legal and regulatory bodies.

- Apply various selling structures, methods and techniques to generate revenue and effectively manage client relationships.
- Develop and implement an effective human resource management plan to support new ventures and ongoing business operations.
- Develop relationships with entrepreneurs and industry mentors to advance the growth of start-up businesses.
- Use evidence-based analysis and decision-making in all functional business areas to produce new insights about the possibilities of a business idea.
- Analyze and realign business strategies to contribute to the operational sustainability of a business by using principles of design thinking and ideation.
- Conduct and interpret research to identify and select high-growth start-up opportunities

Admission Requirements

- Ontario university/college degree, college diploma, advanced diploma or equivalent.
- Applicants with a combination of partial postsecondary and/or significant relevant work experience that is the equivalent of the above may be considered. A relevant resume and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) at the postsecondary level.

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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