Entrepreneurship Courses

**ENTR 3100**  
Small Business Management  
An appreciation of the primary issues that should be considered in starting and managing a small business within the Canadian context. Prerequisites: [ACC 1100 (or 009.110) (D), and MKT 2210 (or 118.221) (D), and [GMGT 2030 (or 027.203) (D) or GMGT 2080 (or 027.208) (D)].

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**ENTR 3102**  
Technological Entrepreneurship  
An overview of the inter-relationship between technology and entrepreneurship. An appreciation of the role of technical entrepreneurship in the economy, how technology strategy is developed, implemented and defended as well as the societal implications of technological entrepreneurship. Prerequisite: MKT 2210 (or 118.221) (D).

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**ENTR 3104**  
Selected Topics in Small Business/Entrepreneurship  
A study of selected areas of recent development related to small business/entrepreneurship. Topics may include innovation and creativity, venture financing, opportunity identification and recognition, franchising and entry strategies of new business. Prerequisite: MKT 2210 (118.221) (D) and [GMGT 2030 (027.203) (D) or GMGT 2080 (027.208) (D)].

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**ENTR 3106**  
Family Business Management  
An examination of the unique challenges inherent in the management of a family business. Topics include founder relinquishment, the need for succession planning and firm regeneration, the core actors and their issues, ownership structure and estate planning. Prerequisite: GMGT 2030 (027.203) (D) or GMGT 2080 (027.208) (D).

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**ENTR 4100**  
New Venture Analysis  
A project oriented course focusing on the identification and evaluation of viable new venture concepts and their associated risks, problems, and opportunities. Prerequisites: MKT 2210 (or 118.221) (D) and ACC 1110 (or 009.111) (D) and [GMGT 2030 (or 027.203) (D) or GMGT 2080 (or 027.208) (D)].
### Required Courses:

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<td>New Venture Analysis</td>
<td>ENTR 4100</td>
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<tr>
<td>Small Business Finance</td>
<td>FIN 2470</td>
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*plus one of:*

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<td>Taxation Accounting</td>
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<td>Retail &amp; Channel Mgmt</td>
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### ACT 4050
**Life Insurance Products and Employee**

Design, risk assumption for, and analysis of individual and group insurance products. Exploration of pension, employee benefit and government programs in a Canadian setting.

### GMGT 3080
**Issues in Technological**

Analysis of the nature of invention and innovation including human, financial, economic, and legal factors. Social implications of innovation. Public policy towards research, invention and innovation.

### FIN 3470
**Small Business Finance**

Study of the financial issues faced by small business enterprises. Prerequisite: FIN 2200 (or 009.220) (D).

### FIN 3250
**Financial Statement Analysis**

A study of the methods and techniques used for interpretation of annual financial reports and the significance of alternative accounting policies on reported income. Students may not hold credit for both FIN 3250 (or 009.325) and ACC 2020 (or 009.202). Prerequisite: ACC 1100 (or 009.110) (D).

### MKT 3310
**Retail and Chain Management**

The study of the functions performed by traditional and e-commerce distributors. Topics include location and competitive analysis, promotion, merchandising, buying, design, selection and historical development. (Formerly 118.331) The study of the functions performed by traditional and e-commerce distributors. Topics include location and competitive analysis, promotion, merchandising, buying, design, selection and historical development. May not be held with the former 118.321. Prerequisite: MKT 2210 (or 118.221) (D).

### ACC 3050
**Taxation Accounting**

Structure and concepts of the Canadian tax system, emphasis on current tax practices. Prerequisite: ACC 1100 (or 009.110) (C+).

### ACC 3530
**Accounting Information Systems**

Role of accounting systems in total management information systems; design and installation of accounting systems. Prerequisites: ACC 1110 or ACC 1111 (or 009.111) (D) and MIS 2000 or MIS 2001 (or)

### MKT 3220
**Market Research**

Study of marketing research as a tool for decision-making. The ability to use one of the statistical analysis computer packages (SPSS-X, SAS, etc.) is expected. Prerequisites: MKT 2210 (or 118.221) (D) and STAT 1000 (or 005.100) (D) or consent of instructor.

### MKT 4270
**Sales Management**

The study of the management of the personal selling area including an examination of the selling function, the sales manager, and sales management. Prerequisite: MKT 2210 (or 118.221) (D).