

# MICROPROGRAM ENTREPRENEURSHIP

## Overview

The Microprogram in Entrepreneurship provides an opportunity to gain an expertise in entrepreneurship and entrepreneurial thinking in a hands-on, practical learning experience, to fulfill the needs of corporate innovators, businesses and social ventures.

## Program Requirements

Requirements for this program have been modified. Please consult the 2021-2022 calendars (<http://catalogue.uottawa.ca/en/archives/>) for the previous requirements.

### Compulsory Courses

|          |                             |         |
|----------|-----------------------------|---------|
| ADM 1100 | Introduction to Business    | 3 Units |
| ADM 2313 | The Entrepreneurial Society | 3 Units |
| ADM 4316 | Management of Innovation    | 3 Units |
| AHL 3300 | Creativity and Innovation   | 3 Units |

### Optional Courses

3 course units from: 3 Units

ADM 3313 New Venture Creation

ADM 3315 Social Entrepreneurship

At least six units from: 6 Units

ADM 1340 Financial Accounting

ADM 2320 Marketing

ADM 2336 Organizational Behaviour

ADM 3360 Business Law

ADM 3396 Seminar in Administration

ADM 4310 Managing Science and Technology  
Enterprises

ADM 4315 Strategic Entrepreneurship

ADM 4326 Digital Marketing Technologies

ADM 4329 Personal Selling

AHL 2300 Introduction to Community Engagement

**Total:** 21 Units

Encourage completion of Entrepreneurial Mind Certificate offered by the University of Ottawa Entrepreneurship Hub.

ADM 1100