MICROPROGRAM IN 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

Compulsory Courses:
- ADM 1100 Introduction to Business Management 3 Units
- ADM 2313 The Entrepreneurial Society 3 Units
- ADM 3313 New Venture Creation 3 Units
- ADM 4316 Management of Innovation 3 Units
- AHL 3300 Creativity and Innovation 3 Units

Optional Courses:
At least six units from:
- ADM 1340 Financial Accounting
- ADM 2320 Marketing
- ADM 2336 Organizational Behaviour
- ADM 3360 Business Law
- ADM 3396 Seminar in Administration
- 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.