

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