



ENTREPRENEURSHIP & LEADERSHIP

We mean business

The **Entrepreneurship & Leadership** Profile is centred on economics, business law basics, leadership skills, innovation, and globalization for students interested in the business world. With a focus on critical thinking and effective communication, students will gain valuable experience in project management, financial management, and business model development.

The profile's team-building approach promotes critical analysis, out-of-the-box thinking, sustainable business practices, and innovation. It prepares students for CEGEP programs such as Commerce, Social Sciences, Liberal Arts and International Business Studies. It teaches students skill sets for careers in accounting, economics, politics, business, entrepreneurship, marketing, management, human resources, and the communications industry.



SKILL SETS

- Administration
- Oral communication
- Ability to synthesize content
- Networking
- Collaboration
- Teamwork
- Problem solving
- Writing a business plan
 - financing, grants, sponsorships
- Marketing
- Business ethics and social responsibility
- Basic accounting
 - graphs, charts
- Knowledge of leadership styles
- Developing a start-up company
- Financial literacy
- Innovation and creativity
- Technology, e-commerce, social media, web marketing, web design
- Corporate law
 - contracts, copyright
- Human resources
- Crisis management
- Self-starting, personal initiative

CEGEP PROGRAMS

(SOME REQUIRE SO MATH)

- Commerce
- Social Sciences
- Liberal Arts
- International Business Studies
- Business/Marketing Technical programs



ENTREPRENEURSHIP & LEADERSHIP

We mean business

	Sec. 3	Sec. 4	Sec. 5
OPTIONS	Business 101	Leadership, Team Building and Workplace Communication	Building Your Business, Media and Marketing
OPTIONS		Business 201	Case Studies in Business Ethics & Globalization
MISCELLANEOUS (volunteering, internships, etc.) Mandatory	Activities: Rally Monkand Field Trip to Cascades Factory Entrepreneurs Week	Activities: Teen Talk Workshops Entrepreneurs Week McGill Personal Finance Circular Economy	Activities: Ottawa Trip Circular Economy Guest Speaker Ian Tyson Christmas Markets Durable Development
EXTRACURRICULAR Optional	ECA: Participation in BOURSTAD/CIRANO Canadian Student Leadership Association	ECA: Participation in BOURSTAD/CIRANO Canadian Student Leadership Association	ECA: Participation in BOURSTAD/CIRANO Canadian Student Leadership Association

Business 101

Students will learn to differentiate between the various legal forms of companies and their operating methods, to develop a business plan, and to understand corporate financial concepts.

Leadership, Team Building and Workplace Communication

This course studies the democratic, transformational, autocratic and participative leadership models and their applications in business. Students will also examine politics at large and communications strategies in the workplace.

Business 201

Students will learn to better understand the operating methods of businesses and how to further develop a business plan. Students will also study the basic concepts concerning macroeconomics and microeconomics.

Building Your Business, Media and Marketing

Students will build their own unique business from the ground up. They will work on all aspects of business development, from business plan writing and financing, to marketing, deployment and, finally, pitching to potential investors.

Case Studies in Business Ethics & Globalization

Students will study key economic issues of the 21st century. The course will include the review of case studies in gentrification, urban sprawl, renewable energy, environmental concerns and sustainable development, as seen through the lens of business ethics.