

Master of Management

Equip yourself with the knowledge, skills, and practical experience needed to become a successful entrepreneur and drive digital transformation

Accelerate your career trajectory and build a strong base in business principles. Through hands-on experience and academic preparation, position yourself to launch a new business or help existing operations adapt in a rapidly changing digital economy.

This interdisciplinary program offers two specializations: **Entrepreneurship** and **Emerging Technology**.

In partnership with incubators, accelerators and leading businesses, students gain access to real-world experience and rigorous academic preparation, unlocking their leadership potential.



Program Highlights:

- Gain core knowledge in Management, Marketing, Finance, Organizational Behavior, Entrepreneurship and Emerging Technology.
- Learn from industry leaders and highly experienced faculty.
- Work-integrated learning component - students develop a for profit or non-profit venture or work with an organization on developing and implementing a technology solution.
- Access cutting-edge facilities and tools for an immersive learning experience.



Launch your career with
a Master of Management

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Quick Facts

Interdisciplinary approach: Designed for graduates from various disciplines, focusing on transferable skills and specialized knowledge.

Strategic partnerships: Through partnerships with incubators, accelerators and leading businesses, students will have access to both the knowledge and experience they need for success.

Two specializations: Students can choose between Entrepreneurship and Emerging Technology tracks.

Application-based learning: Students apply their skills to develop a business plan or technology project with an industry partner.

Digital economy focus: Graduates gain a digital mindset, an understanding of big data analytics and a strong foundation in business ethics.

Featured Courses

Introduction to Management: Lays the foundation of core concepts and theories of management.

Marketing and Sales: Understand the role of marketing in business and how data informs insight.

Data Analytics for Management: Develop hands on skills that apply to decision making in business.

Emerging Technology and Transformation: Connect technology to strategy, promoting innovation and disruption.

Project Management: Embrace the tools and techniques for planning and controlling projects with precision.

Strategy and Entrepreneurship: Hone your entrepreneurial skillset for start-ups or new approaches within existing organizations.

Financing New Ventures: Craft a compelling financial pitch and source funding for a new venture.

Finance for Managers: Analyze finances, build budgets, and inform business decisions.

Finding Business Opportunities: Identify new business ideas through experiential learning.

User Experience Design: Focus on customer needs for product and service design.

Program Opportunities

- Forge connections through industry partnerships and networking events
- Develop an entrepreneurial mindset through hands-on learning
- Lead with your Capstone Project, showcasing your skills to the world

University of Niagara Falls Canada has been granted a consent by the Minister of Colleges and Universities to offer this program for a five-year term starting October 14, 2022. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions).

Connect with us
Email: enquiry@unfc.ca

Career Pathways

MM graduates will have opportunities to grow their own businesses or help other organizations with their digital transformation processes.

676,900 projected new management positions in Canada by 2028



Entrepreneurship



Finance



Technology and Innovation



Marketing



The MM program has NCMA designation from CIM | Chartered Managers Canada.

Students currently enrolled in the MM program are entitled to a free Associate Membership with the association, giving UNF students the chance to belong to Canada's chartered management and leadership association while earning their degree.

Admission Requirements

Completion of a recognized undergraduate degree equivalent to the four-year honours degree standard identified in the PEQAB Degree Level Standard and the Ontario Qualifications Framework, in an appropriate specialization, or relevant bridging studies, with CGPA of 3.0 (on 4.33 scale) or better.

Applicants who have been awarded a master's degree or higher-level credential from a recognized Canadian university (or equivalent) with a CGPA of 3.00 (on 4.33 scale) or better may be admitted to a graduate program. The principal areas of study or academic emphasis of the second degree must be distinct from that of the first degree.

For more detailed admissions information, please visit unfc.ca/admissions/graduate

Tuition and Fees

For updated tuition and fees, please visit unfc.ca/admissions/tuition-fees

How to apply
To learn how to apply, please visit the program page at: unfc.ca/MM