

# Where Entrepreneurs Begin

## Business Entrepreneurship Diploma



WESTERN  
BRITISH COLUMBIA POLYTECHNIC  
" COLLEGE "

### ABOUT

The program focuses on developing the entrepreneurial knowledge, mind-set and skills required to be successful in the entrepreneurship journey, including product validation, market research, financing, accounting, marketing, supply chain management, business plan, and cash flow projection.

#### HIGHLIGHTS

 12 Months

#### START DATES

- January
- May
- September

### STUDY & PITCH DECK

#### ENTR 6100 – Idea to Market

This course guides students from concept to commercialization, focusing on market validation, IP, and valuation. The centerpiece is the creation of a polished, investor-ready pitch deck that effectively communicates the business idea, product development, and market potential.

#### Career Opportunities

Entrepreneur

Business Leaders

Executive Managers

and many more...

### Semesters

Students begin developing their pitch deck in the third semester of the program.



■ International Student may work up to 24 hours per week.

### Courses

- Supply Chain & Operation Mgt.
- Microeconomics
- Macroeconomics
- Accounting Fundamentals
- Commercial Law
- Human Resource Management
- Introduction to Canadian Business
- Project Management
- Communication Strategies
- Marketing Fundamentals
- Technological Entrepreneurship
- New Venture Analysis
- Social Entrepreneurship and Innovation
- Digital Marketing
- Corporate Finance
- Entrepreneurial Finance
- Idea to Market



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# Business Entrepreneurship

## Where Entrepreneurs Begin

### PROGRAM DESCRIPTION

The Western British Columbia Polytechnic College Business Entrepreneurship Diploma is designed for aspiring students to have a foundational understanding of starting and operating a business and prepare students to be future entrepreneurs in the real business environment.

Its objective is to expose students to a vast array of business knowledge, management and entrepreneurship skills and practical tools that will assist them to start their own start-up business.

The program focuses on developing the entrepreneurial knowledge, mind-set and skills required to be successful in the entrepreneurship journey, including product validation, market research, financing, accounting, marketing, supply chain management, business plan, and cash flow projection.

### PROGRAM OBJECTIVES

Entrepreneurship Program graduates are able to:

- Develop business pitch decks
- Develop strategic business plans
- Develop the company's financial budget
- Develop a business marketing plan and social media strategy
- Perform financial analysis based on the company's financial statement



### METHODS OF EVALUATION

- The evaluation of the students' course works is based on the course outline and assessed by instructors.
- Students require to complete 96 hours for the Ideation to Market Project to obtain the diploma

### DELIVERY METHOD

In-Class Instruction

### Career Occupation

- Entrepreneur
- Business Leaders
- Executive Managers



### GRADUATION REQUIREMENTS

Students successfully earned 70 credits for the whole program including both coursework and Ideation to Market Project with minimal performance requirements for each course at D.

### DIPLOMA PROGRAM

- Total Program Hours: 816 hours
- Full Time Program Length: 40 weeks

*(Includes holidays and professional days)*

*Program content is subject to change*

### PROGRAM FEE

#### DOMESTIC

Tuition: \$5,733  
 Books: \$2,045.55  
 Registration fee: \$200  
 Material fee: \$1,500  
 Application fee: \$100  
 Assessment fee: \$100  
 Taxes: \$177

**Total: \$9855.55**

#### INTERNATIONAL

Tuition: \$17,915.00  
 Books: \$2,045.55  
 Registration fee: \$500  
 Material fee: \$1,500  
 Application fee: \$200  
 Assessment fee: \$250  
 Taxes: \$177

**Total: \$22587.55**

### Contact Us:

(778) 869-9923

admin@wbcpcollege.ca

www.wbcpcollege.ca



## ADMISSION REQUIREMENTS

1. Aged at least 19 years of age.
2. Completion of Secondary Education (12 years, or equivalent) or mature student status, or postsecondary transfer.
3. International students must attend the Western British Columbia Polytechnic College Entrance Meeting AND provide one of the following:
  - CELPIP: Listening 6, Speaking 6, Reading 5, and Writing 5
  - IELTS Academic: overall 5.5
  - TOEFL IBT: 46

(Refer to Language Proficiency Policy for details)

## COURSE INFORMATION

| Code | Course Name | Hours |
|------|-------------|-------|
|------|-------------|-------|

|           |  |      |
|-----------|--|------|
| ECON 1100 | Microeconomics <ul style="list-style-type: none"> <li>• Microeconomic principles</li> <li>• Identify and analyze various conceptual economic problems</li> </ul>       | 45   |
| ECON 1200 | Macroeconomics <ul style="list-style-type: none"> <li>• Analyze and understand different types of economic models</li> <li>• Describe the financial markets</li> </ul> | 45   |
| ACC 1100  | Accounting Fundamentals <ul style="list-style-type: none"> <li>• Accrual-based accounting</li> <li>• Prepare and interpret financial statements</li> </ul>             | 45   |
| GMGT 1100 | Commercial Law <ul style="list-style-type: none"> <li>• Canadian legal system</li> <li>• Approaches to legal dispute resolution and mitigate legal risk</li> </ul>     | 45   |
| HR 1100   | Human Resource Management <ul style="list-style-type: none"> <li>• Legal framework of HR in Canada</li> <li>• Workforce plan</li> </ul>                                | 45   |
| ENTR 1100 | Introduction to Canadian Business <ul style="list-style-type: none"> <li>• Fundamental concepts of business</li> </ul>   | 22.5 |

| Code | Course Name | Hours |
|------|-------------|-------|
|------|-------------|-------|

|           |  |    |
|-----------|--|----|
| SCM 1100  | Project Management <ul style="list-style-type: none"> <li>• Critical path and resource selection</li> <li>• Basic functions of project management software</li> </ul>                | 45 |
| GMGT 1500 | Communication Strategies <ul style="list-style-type: none"> <li>• Self-awareness strategies</li> <li>• Active listening strategies</li> </ul>  | 45 |
| MKT 1100  | Marketing Fundamentals <ul style="list-style-type: none"> <li>• 4P, market segments</li> <li>• Promotional tools, pricing factor</li> </ul>  | 45 |
| ENTR 2100 | Technological Entrepreneurship <ul style="list-style-type: none"> <li>• Experienced-based</li> </ul>   | 45 |
| ENTR 3100 | New Venture Analysis <ul style="list-style-type: none"> <li>• Market Validation, IP, and Valuation</li> </ul>  | 45 |
| ENTR 3200 | Social Entrepreneurship and Innovation <ul style="list-style-type: none"> <li>• Methods to measure social impacts and ensure accountability</li> </ul>                               | 45 |
| MKT 2100  | Digital Marketing <ul style="list-style-type: none"> <li>• Social media marketing</li> </ul>   | 45 |
| FIN 2100  | Corporate Finance <ul style="list-style-type: none"> <li>• Financial markets and securities</li> <li>• Time value of money concepts</li> </ul>                                       | 45 |
| FIN 3100  | Entrepreneurial Finance <ul style="list-style-type: none"> <li>• Investment and financing decisions for new ventures</li> <li>• Financial capital and fund-raising</li> </ul>        | 45 |
| SCM 2100  | Introduction to Supply Chain & Operation Management <ul style="list-style-type: none"> <li>• Supply chain drivers and metrics</li> <li>• Pricing &amp; revenue management</li> </ul> | 45 |

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| Code | Course Name | Hours |
|------|-------------|-------|
|------|-------------|-------|

|              |  |    |
|--------------|--|----|
| ENTR<br>6100 | <p>Idea to Market</p> <ul style="list-style-type: none"> <li>• Market Validation, IP, and Validation</li> <li>• Product Development</li> <li>• Pitch Deck</li> </ul> | 96 |
|--------------|--|----|



### VIBRANT ECONOMY IN GREAT VANCOUVER

- Top start-up city as ranked by Startup Compass The Fourth greenest city in the world
- Vancouver is one of the top 10 lowest-risk cities in the world to recruit, employ, and redeploy business
- Vancouver is a magnet for global talent and investment, attracting over half a billion dollars in venture capital every year
- Supportive business environment



• **Economically Strong** – Vancouver boasts one of Canada's most dynamic economies. As the official gateway to the Pacific Rim, this British Columbian city serves as a crucial port and the main western terminus for transcontinental highway and rail networks. Over time, Vancouver has impressively shifted from its primarily resource-oriented economy to a diverse, knowledge-based one, making it the fastest-growing economy in Canada in recent years.

• **Technology and Innovation** – Vancouver is home to about 75,000 of B.C.'s 100,000 tech professionals, making it a leading hub for innovation and startups. The city hosts over 10,000 tech companies with combined revenues exceeding \$23 billion, contributing \$15 billion to the province's GDP. With steady 6% annual growth, Vancouver continues to attract global talent and drive the expansion of the technology sector.



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• **Social Diversity** – Vancouver's rich cultural mix is shaped by its social, racial, and ethnic diversity. About 52% of residents identify as visible minorities, and 46% speak a mother tongue other than English, creating a vibrant tapestry of languages, traditions, and heritage.

### STUDY EXPERIENCE

#### Zone Learning

Zone Learning is a cutting-edge approach to experiential education that allows students to apply their academic coursework to real-world startups, projects, and ventures. It's not just about acquiring knowledge; it's about gaining practical experience that will equip you for the demands of the 21st-century workforce. By joining Zone Learning, you're not just becoming part of a community, but you're also contributing to a movement that aims to shape the future.

If you're interested in becoming part of our dynamic and engaged community, there are numerous ways to get involved with Zone Learning, regardless of whether you have an idea for a startup or not.

### ABOUT US

Founded in 2010, Western British Columbia Polytechnic College (WBCPC) has over 1,000 alumni from 16+ countries.

We attract students worldwide who share a vision for positive change in entrepreneurship, innovation, social development, and environmental sustainability. Our community of students, faculty, and alumni brings diverse perspectives to shape new ideas and real-world solutions.

With top-rated professors and industry-experienced lecturers, WBCPC blends academic excellence with practical learning. Students also benefit from value-added resources like the Entrepreneurship Center and Career Development Center, supporting both education and career success.

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