

Innovation, Integration, and International Growth



WESTERN
BRITISH COLUMBIA POLYTECHNIC
COLLEGE

Global Innovation and Entrepreneurship Certificate

ABOUT

This acceleration program is designed to bridge the gap for local and global entrepreneurs seeking to integrate into the Canadian business and innovation ecosystems while accelerating their journey toward business globalization. This program assists founders in identifying the product-market fit and implementing business strategies for customer acquisition and scaling growth.

HIGHLIGHTS



3 Months

START DATES

- January
- May
- September

STUDY & WORK

Pitch Deck

Students will learn how to create a professional pitch deck that clearly communicates their business idea to investors, partners, and stakeholders. The training focuses on presenting problems, solutions, and market opportunities in a concise, compelling way. By the end of the program, students will be able to confidently deliver investor-ready presentations.

Career Opportunities

Entrepreneur

Senior Manager

C-level Company Executives

and many more...

Semesters

Students will deliver a pitch deck presentation at the end of the program.

STUDY

3 months

Courses

- Start-up Ecosystem and Capital Market
- Start-up Financing
- Fundraising
- Taxation
- Marketing & Branding
- Product Develop for Start-up
- Introduction to Canadian Business Law For a Tech Entrepreneur
- Pitch Deck
- Social Medium Strategy

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Global Innovation and Entrepreneurship

Innovation, Integration, and International Growth

PROGRAM DESCRIPTION

The Western British Columbia Polytechnic College "Global Innovation and Entrepreneurship" Certificate is a training-based program providing students with practical skills for startups and business owners.

This intensive 3-month acceleration program is designed to bridge the gap for local and global entrepreneurs seeking to integrate into the Canadian business and innovation ecosystems while accelerating their journey toward business globalization.

This program assists founders in identifying the product-market fit and implementing business strategies for customer acquisition and scaling growth.

PROGRAM OBJECTIVES

Global Innovation and Entrepreneurship Program graduates are able to:

- Gain specific business skillsets and knowledge base for them to better prepare to build their ventures in Canada.
- Get a good understanding of the Canadian entrepreneurship ecosystem, capital market and business cultures.
- Use a variety of business tools to help their business plan the capital raise strategy in the future.



METHODS OF EVALUATION

• Student will have a mock pitch, which may contain what they have learnt throughout the session, as completion of the program. Feedback and recommendation will be given by the judging panel

DELIVERY METHOD

Distance Instruction

Career Occupation

- Senior Manager
- Entrepreneur
- C-level Company Executives



ADMISSION REQUIREMENTS

1. Graduates of high school.
2. 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)

DIPLOMA PROGRAM

- Total Program Hours: 24 hours
 - Full Time Program Length: 12 weeks
- (Includes holidays and professional days)
Program content is subject to change

PROGRAM FEE

DOMESTIC

Tuition: \$480
 Registration fee: \$20
Total: \$500

INTERNATIONAL

Tuition: \$480
 Registration fee: \$20
Total: \$500

Contact Us:

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COURSE INFORMATION



Course Name	Hours
Start-up Ecosystem and Capital Market	2
Start-up Financing	1
Fundraising 101	8
Taxation 101	2
Marketing & Branding	4
Product Develop for Start-up 101	2
Introduction to Canadian Business Law For a Tech Entrepreneur	1
Pitch Deck 101	3
Social Medium Strategy	1

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.

• **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.



• **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.

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 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 combines academic excellence with practical learning. Students also benefit from resources like the Entrepreneurship Center and Career Development Center, supporting both education and career success.