



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.

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.

Career Opportunities

- Entrepreneur
- Business Leaders
- Executive Managers

Diploma Program

Total program hours: 816 hours
Full-time program length: 40 weeks
(Includes holidays and professional days)
Program content is subject to change

Domestic Program Fees

Tuition:	\$5,733
Books:	\$2,045.55
Registration fee:	\$200
Material fee:	\$1,500
Application fee:	\$100
Assessment fee:	\$100
Taxes:	\$177
Total:	\$9,855.55



International Program Fees

Tuition:	\$17,915.00
Books:	\$2,045.55
Registration fee:	\$500
Material fee:	\$1,500
Application fee:	\$200
Assessment fee:	\$250
Taxes:	\$177
Total:	\$22,587.55

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Delivery Method

X In-Class Instruction

Contact us:

Email: admin@wbcpcollege.ca

Phone: 778-869-9923

Website: www.wbcpcollege.ca



Admission Requirements

1. Aged at least 18 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: 6 overall with a minimum score of 6 in each section
 - IELTS: 5.5 overall with a minimum score of 5 in each section
 - TOEFL: 158 (computer-based test), TOEFL 59 (internet-based test)
 - TOEIC: 525
 - Complete WBCPC English Second Language Program Level 4 (intermediate)
 - Pass the WBCPC English Test (over 60%)

Course Information

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

<i>Educate</i>		<i>Apply</i>
Code	Course Name	Hours
GMGT 1500	Communication Strategies <ul style="list-style-type: none">• Self-awareness strategies• Active listening strategies	45
MKT 1100	Marketing Fundamentals <ul style="list-style-type: none">• 4P, market segments• Promotional tools, pricing factor	45
ENTR 2100	Technological Entrepreneurship <ul style="list-style-type: none">• Experienced-based	45
ENTR 3100	New Venture Analysis <ul style="list-style-type: none">• Market Validation, IP, and Valuation	45
ENTR 3200	Social Entrepreneurship and Innovation <ul style="list-style-type: none">• Methods to measure social impacts and ensure accountability	45
MKT 2100	Digital Marketing <ul style="list-style-type: none">• Social media marketing	45
FIN 2100	Corporate Finance <ul style="list-style-type: none">• Financial markets and securities• Time value of money concepts	45
FIN 3100	Entrepreneurial Finance <ul style="list-style-type: none">• Investment and financing decisions for new ventures• Financial capital and fund-raising	45
SCM 2100	Introduction to Supply Chain & Operation Management <ul style="list-style-type: none">• Supply chain drivers and metrics• Pricing & revenue management	45
ENTR 6100	Idea to Market <ul style="list-style-type: none">• Market Validation, IP, and Valuation• Product Development• Pitch Deck	96

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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 – Economic** Commission's data, Vancouver is home to about 75,000 out of 100,000 technology professionals employed in British Columbia. Being a prominent emerging tech hub, the city attracts a significant number of tech experts, fostering the establishment and expansion of numerous tech startups. The tech sector in the city has experienced steady annual growth, averaging 6 percent recently. With over ten thousand tech companies choosing Vancouver as their headquarters, the combined revenue of these firms exceeds \$23 billion, significantly contributing to British Columbia's GDP with a total of \$15 billion.

• **Social Diversity-** Social, racial, and ethnic diversity, has led to a vibrant mix of cultures, traditions, customs, languages, landmarks, and both tangible and intangible heritage elements from various parts of the world. Approximately 52% of Vancouver's population comprises racialized individuals, meaning they are part of visible minorities according to the Canadian Census. Moreover, 46% of the city's residents have languages other than English as their mother tongue, reflecting the linguistic diversity that further contributes to its rich cultural tapestry.

Studying at Western British Columbia Polytechnic College, students will 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

Established in 2010, Western British Columbia Polytechnic College has more than 1,000 alumni from over 16 nations across the world.

We attract students around the world who share our vision for positive change. We are committed to embracing challenges and taking action. Through learning and discovery, our students, instructors, and alumni bring their unique perspectives, shaping new ways of doing things and contributing to important conversations. Our focus extends to a wide range of topics, including entrepreneurship, innovation, social development, and environmental change. We are a place where imagination and action meet, and where our members are dedicated to making a real-world impact through their creativity and drive for positive change.

The school is equipped with top-rated professors and sessional lectures to provide students with both academic study and practical industry experiences. Students can get access to our value-adding services such as WBCPC Entrepreneurship Center and Career Development Center.

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