



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

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



## International Program Fees

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

"DESIGNATED B.C. PRIVATE TRAINING INSTITUTIONS BRANCH Shield Design" mark is a certification mark owned by the Government of British Columbia and used under license.

## Delivery Method

X In-Class Instruction

### Contact us:

Email: [admin@wbcpcollege.ca](mailto:admin@wbcpcollege.ca)

Phone: 778-869-9923

Website: [www.wbcpcollege.ca](http://www.wbcpcollege.ca)



| Create                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                     | Educate                                                                                                                                                                           | Apply |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Admission Requirements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Code                                                                                                                                                                | Course Name                                                                                                                                                                       | Hours |
| <ol style="list-style-type: none"><li>1. Aged at least 18 years of age.</li><li>2. Completion of Secondary Education (12 years, or equivalent) or mature student status, or postsecondary transfer.</li><li>3. International students must attend the Western British Columbia Polytechnic College Entrance Meeting AND provide one of the following:<ul style="list-style-type: none"><li>• CELPIP: 6 overall with a minimum score of 6 in each section</li><li>• IELTS: 5.5 overall with a minimum score of 5 in each section</li><li>• TOEFL: 158 (computer-based test), TOEFL 59 (internet-based test)</li></ul></li></ol> | 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    |
| 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                                                                                                                                                                              |       |
| 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                                                                                                                                                                                |       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 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    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ENTR 6100                                                                                                                                                           | Idea to Market <ul style="list-style-type: none"><li>• Market Validation, IP, and Valuation</li><li>• Product Development</li><li>• Pitch Deck</li></ul>                          | 96    |

**Contact us:**  
**Email:** [admin@wbcpcollege.ca](mailto:admin@wbcpcollege.ca)  
**Phone:** 778-869-9923  
**Website:** [www.wbcpcollege.ca](http://www.wbcpcollege.ca)



## 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.

### Contact us:

Email: [admin@wbcpcollege.ca](mailto:admin@wbcpcollege.ca)

Phone: 778-869-9923

Website: [www.wbcpcollege.ca](http://www.wbcpcollege.ca)