

Program Outline

Applied Certificate in Management for Business & Product Startups

Brief Program Description	Taught by teachers and mentors with real world entrepreneurial experience, students will learn the essential skills to Launch, Market, Execute and Run a new business venture. This program was designed by Entrepreneurs for Entrepreneurs - providing skills and knowledge to launch a startup or small business that goes beyond the textbook and conventional business programs.
Career Occupation* (if applicable)	Advertising, marketing and public relations managers; Human resources managers; Other administrative services managers; Administrative officers
Admission Requirements	Age: Minimum 19 Education: min one academic year post-secondary studies OR 24 months of work experience in any field English level: International students must demonstrate level 5 English with Tamwood Careers' online test and interview. The online test and interview are exempt if CEFR B2, IELTS 5.5, TOEFL iBT 46-59, Cambridge FCE (C) or Tamwood Language Centre's level 5 is presented.
Learning Objectives*	<p>In this program, students will learn how to develop/create a business idea that will iterate and evolve. Each module takes the foundations learned in Innovation & Business Ideation and puts a real-life operations, financial management and communications lens on the business idea.</p> <p>Upon completion of the 6 courses in this program, the successful student will have reliably demonstrated the ability to:</p> <ul style="list-style-type: none">• Develop a business idea that is aligned with the student's passion and personal values through human-centered design thinking process to identify and refine ideas.• Create a prototype to validate a business idea for feasibility and market demand.• Employ human resources tools for hiring, firing and most importantly retaining employees.• Ability to recognize when it's time to add resources and equally when it's time to decrease resources.• Understanding the concept of capital resources and how access to capital resources affects a company's ability to achieve its goals.• Understand tools and methods by which to effectively manage teams and projects in a leadership capacity.

Program Outline

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- Develop an 18 month-cashflow budget that shows where sales come from and what marketing channels are being used and whether or not there are enough funds to pay for execution of the plan and identify various types of funding options.
- Communicate with their accounting team and learn the basics to understand the elements of financial statements and what parts are important to different stakeholders.
- Communicate effectively in challenging communication situations in all aspects of the business process
- Effectively communicate through empathy, leadership and regular stakeholder engagement.
- Confidently and effectively communicate with business stakeholders, such as investors, employees, and potential customers.

Method(s) of Evaluation*

Students will be evaluated in-class, based on the methods listed in the course outlines (quizzes, assignments, group projects, lab work, etc)

Completion Requirements*

Students must achieve an average of 50% on the final course grades for the five (5) program courses. Students must also meet Tamwood College's course attendance requirements.

Program Duration

26 weeks total with term breaks

- Innovation & Business Ideation - 4 weeks
- Execution & Management - 8 weeks
- Financial Management - 8 weeks
- Business Communication for Startups - 4 weeks
- Capstone Project - 2 weeks

Homework Hours

Students will be assigned approximately 6-10 hours of homework per week.

Delivery Method(s)

In-class instruction

Required course materials

Baghai, M., & Coley, S., & White, D., (2000) The Alchemy of Growth: Practical Insights for Building the Enduring Enterprise. McKinsey Publishing Inc., Perseus Book Group

Bove, Thill, & Scribner, (2012) Business Communication Essentials (3rd edition)., Pearson Canada

Grant, A., (2016) Originals: How Non-Conformists Move the World, Penguin Random House

Program Outline

Applied Certificate in Management for Business & Product Startups

Harnish, Verne. (2014) Scaling Up: How a few Companies Make it...and Why the Rest Don't (Rockefeller Habits 2.0) Ashburn, Virginia Gazelles Inc. (1st ed.)

Knapp, J. (2016) Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days. Simon & Schuster

Reis, Eric (2011) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business

Sutherland, Kate. (2010) Make Light Work: 10 Tools for Inner Knowing, Incite Press

Sutherland, Kate. (2012) Make Light Work in Groups: 10 Tools to Transform Meetings, Companies and Communities, Incite Press

Program Organization*

Title of Course/Work Experience Component *	# of Hours*
Innovation & Business Ideation	80 hrs
Execution & Management	160 hrs
Financial Management	160 hrs
Business Communication for Startups	80 hrs
Capstone Project	40 hrs