

# ENTREPRENEURIAL LEADERSHIP

The Bachelor of Business Administration (BBA) in Entrepreneurial Leadership program prepares graduates to fill a variety of management and leadership positions that drive small and medium-sized business growth. The program also prepares graduates interested in developing and managing their own business enterprise with the skills and knowledge to do so.

Extensive consultation has been conducted with industry and business leaders to ensure that this program is applied and relevant in today's business world. Practicum, learning partnerships with business, applied projects and assignments and ongoing work experience provide students with real-life experience in industry.

This degree provides full-time and part-time intensive study options where a student can complete the program at their own pace. Many classes are scheduled after 4:00 pm and in the evening to allow students to further their education while maintaining current employment. This allows for changing outside-of-school time requirements and does not lock a student into a rigid program structure and time-frame.

Some unique features of this program are:

- Industry based practicum capstone course, learning partnerships with business, applied projects and assignments and ongoing work experience
- Focus on management of small to medium sized businesses, entrepreneurial management and management of service sector enterprises
- Professional development for individuals seeking higher level training
- Courses in Richmond and Surrey during the late afternoons and evenings for Fall, Spring and Summer semesters to ensure maximum flexibility in schedules
- Opportunities for Cooperative Education employment while earning a degree

Many of the 1000 and 2000 level foundational courses included in this program are articulated with other universities and colleges for ease of course transferability to and from KPU. Please refer to the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca) (<http://www.bctransferguide.ca>) regarding the transferability of courses to and from specific institutions in British Columbia.

Please visit [kpu.ca/business/programs-and-courses](http://kpu.ca/business/programs-and-courses) (<http://kpu.ca/business/programs-and-courses/>) for more information on School of Business programs.

## Career Opportunities

Graduates of this program find careers in enterprise development, management, and leadership in a variety of small and medium-sized business including the manufacturing and distribution, consumer goods, services, financial services, heavy equipment and not-for-profit industry sectors.

Careers range from specialist to management positions in operations, customer service, sales, project management, and business planning.

Graduates will also have gained the skills and knowledge to develop and manage their own business enterprise.

## Programs

- Bachelor of Business Administration in Entrepreneurial Leadership (<https://calendar.kpu.ca/programs-az/business/entrepreneurial-leadership/entrepreneurial-leadership-bba/>)

## Courses

Registration in some course sections is restricted to students in particular programs. See Timetables - [kpu.ca/registration/timetables](http://www.kpu.ca/registration/timetables/) (<http://www.kpu.ca/registration/timetables/>) - for current section information.

Visit the BC Transfer Guide - [bctransferguide.ca](https://www.bctransferguide.ca) (<https://www.bctransferguide.ca>) - for information about course transfer in B.C.

### ENTR 1100 3 credits Entrepreneurial Inquiry

Entrepreneurial leaders are problem solvers, passionate about what they do. They inspire others to unite in this passion and create ways to collectively realize meaningful change. Becoming such a leader starts with understanding your entrepreneurial passion. In this course, students will explore their skills, motivators and interests as they relate to entrepreneurial thinking, in order to define their entrepreneurial identity. They will establish their entrepreneurial context through identification and investigation of their entrepreneurial areas of interest and world view.

Level: UG

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), PW\_2 (<https://calendar.kpu.ca/courses-az/#pathwaytext>)

### ENTR 1200 3 credits Introduction to Entrepreneurship

This course introduces students to entrepreneurship as an approach to life and to create their own careers. Through foundational concepts and frameworks, this course examines entrepreneurship as a process including: entrepreneurial identity, opportunity creation and evaluation, mobilizing resources, and growth. The course is designed around the major stages in this process, and an overview of factors that are key to entrepreneurial success is provided.

Level: UG

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), PW\_3 (<https://calendar.kpu.ca/courses-az/#pathwaytext>)

### ENTR 2000 3 credits Digital Strategy for Entrepreneurs

Building community and promoting an online presence serves an important role in communicating the entrepreneurial self. A digital strategy for entrepreneurs and professional leaders supports how and where we express to our community who we are, what we value, and where our ideas will take us. In this course, students will explore the different ways to create and promote community and convey their values using a digital strategy framework. By employing online tools, students will also practice with metrics collecting and interpreting data in order to develop data literacy skills through data storytelling.

Level: UG

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 2110 3 credits**

**Values, Rationality, and Power: Developing Wise Organizational Action**

Students will learn the inner political nature of organizations and begin developing skills to become wise agents of action. This course will focus on three elements required to get things done in an organization; values, rationality, and power. Students will learn how these attributes impact people's ability to achieve goals and how, though they may lead to conflict, they are the means to build supportive alliances. This course will teach actionable strategies students may apply to manage these political dynamics to drive wise organizational action.

Level: UG

Prerequisite(s): 30 credits from courses at the 1100 level or higher, including ENGL 1100.

Cross-listing: BUSI 2110

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 2120 3 credits**

**Persuasion and Influence**

Persuasion and influence are central to understanding roles and responsibilities of entrepreneurs and professional leaders. These concepts are used in building community, communicating information, as well as establishing and growing trust. To understand persuasion and influence, a leader must first examine attitudes held towards people, issues, businesses, and brands. In this course students will explore the meaning and significance of attitudes in order to identify and design strategies for persuading, influencing, and engaging specific target audiences. Students will also study different models of persuasion and influence and reflect on how these concepts are grounded in community and relationships.

Level: UG

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 2200 3 credits**

**Innovation**

Innovation, creativity, and adaptability are all critical to success for both organizations and individuals. Students will learn to productively question the status quo and current state, think creatively about solving challenging and complex problems, and innovate opportunities to create value.

Level: UG

Prerequisite(s): 15 credits from courses at the 1100 level or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3000 3 credits**

**Advanced Professional Business Communications**

Students will study theories and principles for writing correspondence including electronic proposals, business plans, executive summaries and other research reports, including a collaborative report. They will complete written and oral communication assignments that emphasize interpersonal, team-building and leadership skills. Note: This course is equivalent with CMNS 3000. Students may earn credit for only one of these courses.

Level: UG

Cross-listing: CMNS 3000

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3010 3 credits**

**Entrepreneurial Visioning**

Entrepreneurial leadership is the process through which we change our industries, businesses, and communities. In this course students will develop their entrepreneurial identity and hone their skills to identify opportunities for growth and enact improvement. Students will identify needed resources and develop networks of people and ideas necessary to realize their community and purpose driven vision.

Level: UG

Prerequisite(s): 45 credits of courses at the 1100 level or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3100 3 credits**

**Business Analysis and Decision Making**

Students will apply previously learned analytical tools to address a wide range of organizational issues. They will develop and assess options based on sound strategic analysis and research. Students will recommend solutions supported by quantitative and qualitative rationale. They will develop their problem solving, judgment, analysis, evaluation and decision making skills through case analyses and applied exercises. Students will be required to undertake both individual and group work, drawing from the full range of business courses completed thus far.

Level: UG

Prerequisite(s): All of a) ECON 1150, CMNS 1140, MRKT 1199 and BUSI 2405, b) one of ACCT 1210 or ACCT 2293, c) one of BUQU 1130, MATH 1120, MATH 1130, or MATH 1140, and d) one of BUQU 1230, CRIM 2103, MATH 1115, MATH 2341, PSYC 2300, or SOCI 2365.

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3110 3 credits**

**Advanced Organizational Behaviour**

Students will complete a diagnosis of an organizational setting for the purposes of: managing change, improving performance and increasing organizational effectiveness. Students will use their diagnosis to develop a portfolio that will include: activity management, personal management, conflict and stress management, values, attitudes, group dynamics, leadership and team development, corporate politics and business negotiations.

Level: UG

Prerequisite(s): 45 credit hours including BUSI 1215 or BUSI 1210.

Co-requisite(s): CMNS 3000 or ENTR 3000

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3120 3 credits**

**Managerial Accounting for Entrepreneurs**

Students will learn managerial accounting tools to help make decisions in a business environment. Students will review and analyze managerial accounting practices of different industries. Students will study topics which include relevant costs and revenues, budget development and analysis, capital budgeting and performance measurement tools. Students will apply concepts learned by using cases and applied exercises.

Level: UG

Prerequisite(s): 45 credits from courses including all of the following:

(a) ACCT 2293 or ACCT 1210, (b) ECON 1150, (c) ENTR 3100 and (d) BUQU 1230 or CRIM 2103 or MATH 1115 or MATH 2341 or PSYC 2300 or SOCI 2365

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3130 3 credits****Production and Operations Management**

Students will learn and practise the fundamental design and implementation tools and techniques used in Production and Operations Management (POM). They will be exposed to leading practices employed by entrepreneurs and managers in organizations of all sizes, both in manufacturing and service industries. Students will apply these tools and techniques to solve practical POM problems through exercises and a group term project involving work with real-world or simulated organizations.

Level: UG

Prerequisite(s): 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3140 3 credits****Entrepreneurial Marketing**

Students will learn to address complex marketing problems that need to be addressed with limited resources and recognition of the financial, operational, and HR consequences of the chosen strategy. Students will develop their problem solving, decision-making and planning skills through case analyses and applied exercises. They will also complete a marketing project for a local small business or community organization. Students will be required to undertake both individual and group work, drawing from the full range of business courses taken thus far.

Level: UG

Prerequisite(s): 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3150 3 credits****Business Economics**

Students will learn and apply economic concepts that directly relate to decisions made in small and medium-sized businesses. They will develop broad analytical skills useful for entrepreneurial decision-making.

Level: UG

Prerequisite(s): 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3160 3 credits****Technology for Entrepreneurs**

Whether it be digital transformation or disruptive technologies, the deployment of technological innovations allows organizations to create sustainable value. Whether building a new venture or transforming an existing organization, emerging technologies can mean different execution choices and challenges for entrepreneurs or managers. Considering business model choices, technology adoption and technology commercialization, students will build their technology interests and perspectives of technology as a strategic driver of value creation in various industries and sustainability opportunities.

Level: UG

Prerequisite(s): 45 credits from courses at the 1100 level or higher

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3170 3 credits****Entrepreneurial Finance**

Students will learn current financial management theories along with the technical skills necessary to maximize the economic value of the firm for its shareholders. Using the case-study method, students will learn how to identify, define and resolve the issues faced by financial managers in small and medium-sized companies.

Level: UG

Prerequisite(s): 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 3230 3 credits****Supply Chain and Logistics Management**

Students will learn how to design, manage and assess end-to-end supply chains and logistics in manufacturing as well as in service industries. They will study the latest concepts and formal tools for planning and auditing supply chains and logistics. Included in this study will be the choices of the most appropriate locations, transportation systems and facilities. Students will practice creating value-adding systems, eliminating waste, and developing sustainable supply chains and logistics networks, both locally and globally, in order to generate a significant positive impact to the organization's triple bottom line. They will apply their knowledge and skills in exercises and projects involving real-world or simulated organizations.

Level: UG

Prerequisite(s): All of (a) BUSI 2405 and (b) ACCT 3320 or ENTR 3120

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 4110 3 credits****Entrepreneurial Action**

Wise leaders take action. They act to create the world they want to live in. Taking action however, can be challenging because the world is complex and competing stakeholders may resist our efforts. In this course, students will learn through hands-on experience how to impact the world, turning their ideas and dreams into reality. At the end of this course, students will understand how to drive effective action in complex and dynamic environments and develop a plan to further define and achieve their goals after graduation.

Level: UG

Prerequisite(s): 90 credits from courses at the 1100 level or higher, including (a) ENTR 2110 and ENTR 3110, or (b) HRMT 3115

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 4120 3 credits**

**Entrepreneurial Employee Experience**

Entrepreneurial leaders engage their teams, and design an employee experience, that brings out the best in both employees and organizations. As business leaders, they manage the human capital of their organizations to meet organizational strategic objectives and mitigate risk - all while designing an employee experience that attracts and retains talent. In this course, students will examine best practices in human capital management that support the attraction, development, and management of talent in their organizational context. Students will consider holistic people strategies, and implementation plans that allow them to maximize the value, and return on investment, of their organization's human capital.

Level: UG

Prerequisite(s): ENTR 3110

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 4130 3 credits**

**Entrepreneurial Mgt for Service Orgs**

Students will analyze and gain insights into a variety of services industry sectors. They will assess, analyze and manage process and resources that support the building of entrepreneurial service organizations. Students will acquire a holistic understanding of the unique variables and principles associated with the service industry.

Level: UG

Prerequisite(s): ENTR 3140 or [ENTR 3100 and (ENTR 3240 or MRKT 3000)]

Cross-listing: ENTR 4300

Attributes: ASTR (<https://calendar.kpu.ca/courses-az/#astrtext>), BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 4200 3 credits**

**Business Strategy**

Students will focus on the conceptual and practical aspects of strategic decision making in business. They will learn how to formulate strategies, evaluate strategic alternatives using financial and non-financial criteria, implement strategies and manage strategic change in organizations through a series of company analyses, business exercises and current examples from industry.

Level: UG

Prerequisite(s): 90 credits from courses at the 1100 level or higher, including all of (a) ECON 1250, (b) CMNS 3000, (c) ENTR 3100, (d) one of ENTR 3110, HRMT 3115 or 2115, (e) one of ENTR 3120 or ACCT 3320, and (f) ACCT 3380.

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 4251 3 credits**

**Entrepreneurial Leadership Capstone**

Successful entrepreneurs are agents of change in themselves, their organizations, and their communities. In their entrepreneurial journey, entrepreneurs will mobilize all personal and network resources to facilitate the creation of a strategic plan congruent with their personal and professional values. In this capstone course, students will apply the skills and knowledge acquired in the program to deliver a strategic plan for an organization, or develop their own entrepreneurial endeavor.

Level: UG

Prerequisite(s): ENTR 4200

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**ENTR 4300 3 credits**

**Entrepreneurial Management for Service Companies**

Students will analyze and gain insight into a variety of service industry sectors such as the tourism and sports and entertainment industries. They will design and implement a plan for the marketing of services and service companies through the use of cases, industry projects and applied assignments. Students will acquire a practical and strategic understanding of how the marketing of services and service companies differs from that of product marketing.

Level: UG

Prerequisite(s): ENTR 3140

Cross-listing: ENTR 4130

Attribute: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>)