

Specialization in Entrepreneurship MBA-MTI Proposal

Ryerson is a global leader in supporting entrepreneurs through its incubators and zones, an undergraduate specialization in entrepreneurship in TRSM. The development of an innovation environment has been a key feature of the MBA-MTI since its inception, with popular electives in Venture Capital Finance and Product Development and Commercialization, as well as numerous Business plan Major Research Papers, and successful startups begun in the program. A formal specialization in entrepreneurship will ensure the quality of the MBA entrepreneurship education, and enable the program to publicly promote its entrepreneurship offerings, attracting students interested in startups. Indeed, the high profile incubators at Ryerson, such as the DMZ and Fashion Zone, have already drawn students to the program.

The specialization in entrepreneurship will have several key components, and build on experiments and collaboration around entrepreneurship in the past two years. The goal is ambitious: to educate MBA students in the knowledge and skills necessary to launch a startup, and to connect them with the resources to begin working on an actual startup during their MRP. While we recognize that some students will likely become employees of startups or incubators, or work in some aspect of the startup sector, one overarching goal is to make this goal as achievable as beginning a career in financial services, marketing, tech industries or consulting.

First, the electives within the specialization will be formally included in the specialization. Second a new research methods course, required and an anti-requisite to MB8600 and MT8600, is proposed that will enable students to gain the conceptual and research skills necessary for promoting startups. One benefit of this new course structure is that it will

foster interaction, collaboration and peer critique within the community of students hoping to become entrepreneurs, and we expect this will have a positive impact

Second, the Startup MRP will be strengthened with the new research course, and with the requirement that any student hoping to pursue a business plan MRP will complete both electives and the start-up oriented research course. As with the research and communication course supporting the MRP, the final deliverable is the proposal, which in this case will be presented to a panel of industry experts, faculty and alumni, who will make recommendations to the director about the suitability of the startup plans to be completed as MRPs. The director will continue to approve topics and assign supervisors for startup MRPs, as is done for the traditional format MRPs. Those plans not feasible as startups or ready to be investigated as business plans will be pursued as traditional format MRPs, normally through some sort of investigation of a market, industry, product or class of problems facing organizations.

ⁱ <http://www.ocul.on.ca/node/397> recent year may not be online; obtain from local office charged with data collection.

ⁱⁱ <http://www.cou.on.ca/statistics/cofo-uo> - Use Static reports for institution level and Financial Report Highlights for provincial data (divided 21 institutions) – **OR** CARL Stats

ⁱⁱⁱ Numbers must be obtained locally; may not be possible to match to other categories' reporting year unless data maintained on an annual basis.

^{iv} <http://www.cou.on.ca/Statistics/CUDO.aspx> Select link to home institution. It is important to use CUDO data for benchmarking purposes and data integrity. Use most current year available, or the year that matches the CARL stats being used.

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