

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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What Can I Do with My Entrepreneurship (ENT) Major?

Are You Ready to Launch and Manage a New Business?

If your answer is “yes” then the ENT major at the Ted Rogers School might be the right fit for you! Entrepreneurship is one of the greatest expressions of individuality and creativity. Today, more and more individuals want to be their own boss, rather than work for someone else.

But even if you do not have an interest in starting your own venture, most organizations today value team players who think in an 'entrepreneurial' way and are actively seeking ways in which to grow the business or make the operation more efficient.

Brief Overview of Major

Ted Rogers School's Entrepreneurship program prepares you to start and grow your business, succeed in managing a start-up venture, and be entrepreneurial within existing organizations.¹

It offers you more undergraduate courses than any other English language University in Canada on topics related to, but not limited to, Entrepreneurial Behaviour and Strategy Managing Small and Medium Enterprises & Entrepreneurial Selling.

The ENT program offers an optional Co-op program that involves 16 months of paid work experience. Students interested in this stream, would apply at the end of 1st year.²

If interested check out the Co-op application guide [here](#).

Potential Career Paths

Opportunities for students graduating with an Entrepreneurship major are endless!

Some roles that you can find yourself working in are:³

- Business Owner
- Business Consultant
- Commercial Banker
- Financial Analyst
- Product Developer
- Market Researcher
- Advisory Board Director
- E-Commerce Entrepreneur



Top Employers of ENT Students

The Business Career Hub (BCH) manages a rich database of employment data including hundreds of hires and job descriptions for roles that employers are seeking to hire for.

Based on ENT student data and the positions our students have secured, we know our top employers and top position titles for the ENT Co-op students are:



Ministry of
Economic Development,
Job Creation &
Trade



About the Industry



49%

of companies are doing business outside of Canada (an increase of 16% from 2019). ⁸



98%

of all businesses in Canada are small businesses ⁴



9M

entrepreneurs in Canada in 2021 with 2 million starting their businesses during COVID-19 ⁵



31%

plan to do business outside of Canada (a 12% increase from 2019) ⁸



Entrepreneurs are more attracted to global growth opportunities than ever before.



Let's Talk Money

[According to Talent.com](#), the average entrepreneurship salary in Canada is **\$78,628** per year or \$40.32 per hour. While the most experienced entrepreneurs make up to \$125,528 per year. ⁷

Did You Know?

[Digitalization of Entrepreneurship](#)

While 41% of Canadian entrepreneurs sell exclusively offline, more sell online, and 22% sell through both channels. Among the businesses started up over the past year, 3 in 4 sell online, and over half sell exclusively online. Overall, 59% of entrepreneurs in Canada sell online when 37% of them sell online ONLY. ⁵

Canada Ranks As One of The Top 15 Most Entrepreneurial Economies, Globally

In fact, Canada is #2 in the Europe and North America region for highest entrepreneurial activity. According to Startup Canada, Canada is the best place to start and grow a business—and it looks like we're not the only ones who think so. 67.7% of those surveyed believe that it's easy to start a business in Canada, also ranking Canada as one of the top 15 economies to easily start a business. ⁸

Alumnus' Dragon Den's Success Story

Ted Rogers School alumnus, Kartik Balasundaram (BTM), landed a deal on Dragon's Den, a reality television program in which entrepreneurs pitch their business ideas to a panel of venture capitalists in hopes to get funded. He and his business partner co-founded an application named SnapSmile where users upload images of their teeth with their smartphone, and a dentist-trained AI model assesses the images, labels dental issues, and provides personalized recommendations. The pair left the Den with a deal with tech entrepreneur Michelle Romanow worth \$75,000 for 20% of their company.⁹



Inkbox's Success Story

Toronto Met's Fashion Zone (Zone Learning) alumnus Inkbox is being acquired by stationery and shaver giant Bic for US\$65 million. Inkbox was founded in 2015 by brothers Tyler and Braden Handley, who aimed to promote expression without the commitment of permanence. The company, which got its start out of Toronto Metropolitan University's Fashion Zone, offers temporary, water-proof tattoos which fade over a two-week period. The temporary tattoo company is now interested in expanding even more internationally, yet the founders say they will continue running the core of their business from Toronto.¹⁰



DMZ's Black Innovation Program's Growth

In August 2021, The DMZ has unveiled a new stream within their Black Innovation Program (BIP), first-in-Canada to support Black founders with a social mission and purpose.

The Black Innovation Program (BIP) Social Impact Stream, powered by Unilever Canada, helps Black entrepreneurs lead social ventures by enabling them to scale their operations, make lucrative industry connections, and develop sustainable solutions to maximize their impact on the world. To be considered for the program, applications must come from tech-based or tech-enabled social ventures with the intent to scale their business. For more details please visit:

<https://dmz.torontomu.ca/bip/>.¹²

DMZ

New Fashion Program for Indigenous Entrepreneurs at TMU

Toronto Met's new Indigenous Fashion Support (IFS) Program is working to help Indigenous entrepreneurs gain business experience in the fashion industry. The program has been operating since the Fall of 2020 with a mission to "sharpen their entrepreneurial skills while developing real-life solutions".



Interesting Resources for ENT Students

Toronto Entrepreneurship Association (TEA) aims to broaden the understanding of entrepreneurship within the Toronto Met student body. Whether they are helping students start their own business, or giving students a way to differentiate themselves in the corporate world, the TEA promotes all facets of entrepreneurship.



Find out more about them on Instagram [@tea_tmu](#) 

The **DMZ** is Toronto Metropolitan University's business incubator for early-stage technology startups. The DMZ provides high-impact, high-intensity, and highly-customized programs for the best and brightest founders in the world to validate, build and scale their tech startups – fast.



The **Entrepreneurship Research Institute** was founded in 2008 with a mandate to encourage and support research that improves our understanding of the fundamental questions of entrepreneurship:

- Why so few people are able to spot new business opportunities
- Why so few of those who spot opportunities are willing to take action to exploit them
- Why so few of the exploitation efforts are successful



Membership is open to any researcher at Toronto Met who is interested in the phenomenon of entrepreneurship and how it contributes to social well-being and national development.

Black Business Student Association (BBSA), TMU's first Black Business Students Association, aims to provide resources and networks to empower the future of Black student leadership. BBSA was founded in 2020 in hopes to unify the Black community at Toronto Met. The association's main focus is the growth and mentorship of black business student leaders.



Find out more about them on Instagram [@tmubbsa](#) 

Industry Certifications

- [Project Management Professional \(PMP\)](https://www.pmi.org/certifications/project-management-pmp) - for more information visit <https://www.pmi.org/certifications/project-management-pmp>
- [Certified In Management \(CIM\)](https://cim.ca/designations/cim-certified-in-management) - for more information visit <https://cim.ca/designations/cim-certified-in-management>
- [Certified Supply Chain Professional \(CSCP\)](https://www.ascm.org/learning-development/certifications-credentials/) - for more information visit <https://www.ascm.org/learning-development/certifications-credentials/>
- [Salesforce Administrative Credentials](https://trailhead.salesforce.com/en/credentials/administratoroverview/) - for more information visit <https://trailhead.salesforce.com/en/credentials/administratoroverview/>

Meet A Ted Rogers Alum!



Founder & CEO,
BuyAndSellABusiness.com

NUNZIO PRESTA



“The ENT major taught me about the importance of building a community, taking a calculated risk, and how important it is to be a “learn-it-all” versus a “know-it-all”.

Those are the pillars that form the foundation of how I continue to build momentum in my career. This helps me stay reliable, focused, curious, and energetic.”

My advice to TMU students is, 'Listen to the things you don't want to hear and do not underestimate the power of building a great team and working together.'

Ted Rogers Student Profile



5th year ENT Co-op
Student

HADEER ABDELHAMID



“The Entrepreneurship major has helped with my career by allowing me to bring an innovative and critical mindset to a role and to the organization. Entrepreneurship teaches you to solve problems creatively and in a sustainable manner, which is a huge asset for any team!”

One piece of advice I'd have for anyone looking to pursue an Entrepreneurship major is to not fall for the stereotypical traps of what an entrepreneur “should be”. The skills and knowledge learned through this Major will be useful in any career you end up pursuing.

The BCH team was a massive help when it came to finding and preparing me for a Co-op work term. Everything from resumé and cover letter support, to mock interviews, to LinkedIn workshops were all effective in helping me secure some amazing Co-op roles.

Want to Learn More for Free?



Black Business Student Association

Join (BBSA), Black Student Association, and check out the events they are hosting for students - [@tmubbsa](#) on Instagram.



Fit for Business

FFB's 'Discover the Majors' annual event helps you decide on which major is best for you- it also offers you a networking opportunity with upper-year students. To learn more about FFB, click [here](#)!



Toronto Entrepreneurship Association

Join TEA, Toronto Entrepreneurship Association, and check out the events they are hosting for students - [@tea_tmu](#) on Instagram.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to [register](#) for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



BCH Career Consultant Alethia Davis-Hecker

Alethia is a Career Consultant and UWindsor Alumni with 6+ years of experience in the career services industry and is a founding member of SMILE, a nonprofit organization. She is passionate about encouraging individuals to live fruitful lives and aspire to greatness.



Ted Rogers Student Contributor Mariia Andreiko

Mariia is a 4th-year Finance Co-op student completing her Bachelor of Commerce degree in Accounting and Finance at Toronto Metropolitan University. She is passionate about data analytics, visualization, and automation. In her Co-op and extracurricular roles, she had exposure to various finance and project management roles & projects in both public and private sectors. Upon graduation, she will be starting an Associate Financial Analyst position in Canadian Tire's New Grad Program.

Data Sources

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