

## Important Business Skills

- Business Strategy
- Financial Management
- Human Resources Management
- Operations Management

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## Canadian Entrepreneurs:

Joseph-Armand Bombardier, Founder of Bombardier Inc.

Mike Lazaridis, Founder of Research In Motion (RIM)

John Molson, Founder of Molson Coors

Galen Weston Jr., Executive Chairman of Loblaw Companies Ltd.

## Goodman Alumni:

Stephanie Barnes, Founder of Missing Puzzle Piece Consulting

Chris Capredoni, Founder of Capredoni Giftware Ltd.

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## About Entrepreneurship

A concentration in entrepreneurship provides you with the knowledge and skills required to start your own business or work in the small business sector. Areas related to entrepreneurship include family business, social entrepreneurship (i.e. non-profit firms), independent entrepreneurship (i.e. starting a for-profit firm), and corporate entrepreneurship. Career opportunities can include starting your own company or working in the development of new business opportunities within existing companies.

## Career Options

### Starting a Business

There are many options for individuals looking to start up and manage their own business. Whether it's starting a new venture (i.e. sole proprietorship, partnership, corporation, etc.) or purchasing a pre-existing firm, it is important to take initiative, be flexible, and accept the risks as well as the rewards that come with starting a business.

Have a business plan. A business plan generates enthusiasm for your business, establishes clear plans, timelines, and goals, and can help secure funding. It incorporates ideas, research, and financial projections.

The following opportunities are available to university students who want experience in developing a business plan and starting their own business:

1. Class projects in entrepreneurship courses
2. [Nicol Entrepreneurial Award](#) - a national program designed to generate and reward interest in entrepreneurship
3. [BUSU Blueprint Competition](#) - a school-wide competition designed to give student entrepreneurs a chance to grow their business. Last year's winner received a \$5,000 prize
4. [Summer Company](#) - an exciting opportunity for students, 15 to 29 years old, to start and run their own summer business. Students who are accepted receive up to \$1,500 to put toward start-up costs and up to \$1,500 upon successful completion of the program

One of the challenges faced by entrepreneurs is obtaining funding for their start-up. There are many financial resources available including investors, bank loans, government loans or grants, and equity financing programs.

### Consulting

With a background in entrepreneurship, you may consider becoming a small business consultant. Small business consultants provide growing companies with services such as staffing and training, market expansion, product development, and enhancing efficiency and effectiveness. New grads looking for consulting positions usually start in entry level roles involving research and analysis.

## Clubs & Associations

Both work and volunteer experience can help you get a job in the future or gain the necessary skills to start your own business.

### Recommended Clubs on Campus:

- Brock Innovation Group (BIG)  
[www.goodmanbig.com](http://www.goodmanbig.com)
- Students in Free Enterprise (SIFE) Brock  
<https://sites.google.com/site/sifebrocksu/home>

### Associations, Volunteer Organizations, and Other Resources:

- Canadian Council for Small Business and Entrepreneurship  
[www.ccsbe.org](http://www.ccsbe.org)
- Entrepreneur.com  
[www.entrepreneur.com/](http://www.entrepreneur.com/)
- Business Development Bank of Canada  
[www.bdc.ca/EN/Pages/home.aspx](http://www.bdc.ca/EN/Pages/home.aspx)
- Canadian Youth Business Foundation  
[www.cybf.ca/entrepreneurs/index.php](http://www.cybf.ca/entrepreneurs/index.php)

## How We Can Help

The Career Education department provides various services and hosts different events to help prepare students for the job search process. Check out our [workshops](#) or [book an appointment](#) with our Goodman office.

You are also encouraged to attend the following events hosted by the Career Education:

1. Networking Breakfast - meet employers from different companies and find out about job opportunities
2. Exploring Career in... Business! - Hear from local entrepreneurs

The Goodman School of Business BioLinc is a dynamic business incubation facility dedicated to promoting and enhancing the growth and commercialization of new businesses and discoveries taking place at Brock University. Check them out here: <https://brocku.ca/biolinc/>

## Using Social Media

LinkedIn can be an effective way to access industry professionals and build your professional network.

As an entrepreneur, **building a network** can be a critical tool in building your business. Establish and build your professional network by getting involved in the community and campus activities. Attend events that are hosted by student associations, professional associations, and on-campus departments/services.

## Competencies

Risk-Taker	Resourceful	Goal-Oriented	Innovative
Self-Confident	Self-Motivated	Persistent	Extroverted & Energetic
Hard-Working	Adaptability & Flexibility	Ambitious	Anticipate Trends & Developments