

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

Some options may require further/prior education

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. Make sure to 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.

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.













Degree Specific Skills

- Perseverance
- Creativity
- Curiosity
- Courage and Risk Taking
- Willingness to Learn
- Ambition
- Networking
- Time Management
- Communication
- Financial Management
- Leadership

Brock Competencies

The knowledge, skills and attributes that students develop through their curricular and co-curricular experiences and reflection.

-  Act Innovatively
-  Collaborate Effectively
-  Practice Intercultural Fluency
-  Apply Knowledge
-  Communicate Effectively
-  Surgite!
-  Be Curious
-  Engage with Your Community
-  Think Critically
-  Know Yourself



Positions of Recent Grads

- Co-Founder
- Founder
- President, CEO
- Business Owner
- Financial Advisor
- Social Media Manager
- Sales Manager



Professional Associations

Canadian Council for
Small Business and
Entrepreneurship
ccsbe.org

Business Development
Bank of Canada
bdc.ca

Entrepreneur
entrepreneur.com

Futurepreneur
futurpreneur.ca



Student Clubs



Business Students' Association
goodmanbsa.com



Brock Innovation Group
www.goodmanbig.com



Using Social Media

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

Book an appointment on CareerZone to create or improve your profile!



How We Can Help

The Goodman Career Education team provides various services and hosts events to help prepare students for the job search process.

- **Book an appointment** with our office
- **Goodman Portal:** portal.bus.brocku.ca
- **Networking Events**
- **Exploring Careers in Entrepreneurship** – hear from local entrepreneurs

Resources, financing opportunities, and competitions for young entrepreneurs in Ontario

brocku.ca/goodman-group/venture-development/programs/opportunities-for-student-entrepreneurs

Brock LINC

brocku.ca/linc (a dynamic business incubation facility dedicated to promoting and enhancing the growth and commercialization of new businesses and discoveries taking place at Brock)

[goodmanschool](https://www.instagram.com/goodmanschool)

careerzone.brocku.ca

[BrockCareerZone](https://www.instagram.com/BrockCareerZone)

[CareerZone Blog](https://www.careerzone.ca/blog)

Goodman
School of Business

Brock University
Career Education