

Engineering Entrepreneurship Option (EEO)

Why choose a minor in Entrepreneurship?

Entrepreneurship is a way of thinking. It is how we can make things better, improve situations, and become more creative, innovative and unconventional. Today, organizations want people who can think and act this way. Whether you desire to be self-employed or work for an organization, an entrepreneurial spirit is a must. The entrepreneurship option will help you get your business started and will provide knowledge of business and management skills.

The Engineering Entrepreneurship Option (EEO) consists of eight courses (24 credit units) as an optional addition to any of the B.E. degrees. Six, and up to seven, courses are delivered in the Edwards School of Business. The program capstone course (GE 430.0 Engineering Entrepreneurship Capstone) is taught in the College of Engineering. Students must follow the program of study that was in place at the time of their entrance to the College of Engineering. However, the College reserves the right to make necessary program adjustments.

Requirements

Engineering students must have completed 60 credit units towards a B.E. degree (that is, have completed second year) and have achieved and must maintain a 65% Sessional Weighted Average. They must also have credit for a course covering elementary probability and statistics (eg. GE 210, EE 216, ME 251) before they enroll in COMM 205 (for which COMM 104 is prerequisite).

To be admitted into the option, students must apply to the Dean's Office. Students add one course per term in third and fourth year of their engineering degree and stay on for an additional term in a fifth year to complete two additional courses and the capstone course. In some engineering programs, up to six credit units from the EEO may be used to satisfy the "business science elective" requirement but the remaining 15 credit units must be used only to satisfy the EEO.

Required Courses: COMM 201, COMM 204, COMM 349, COMM 304, GE 430, COMM 357, COMM 447. Plus one elective (Choose from COMM 205, COMM 210, COMM 493, or any 400 level RCM class)

For More Information:

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Course Name	Description	Prerequisite(s)
COMM 201.3: Accounting & Business Decision-Making	Understand, use and appreciate the limitations of information provided in an organization's financial statements.	
COMM 204.3: Introduction to Marketing	Introduction to the marketing concept in business.	
COMM 349.3: Introduction to Entrepreneurship	Designed to provide both knowledge and evaluation skills needed to add value in the new venture sector of the economy.	COMM 201.3, COMM 204.3, COMM 203.3 (requires pre-requisite waiver)
COMM 304.3: Introduction to Business Law	An introduction to general principles of law relating to contract and tort.	
COMM 357.3: Marketing Research	Examines the principles and procedures associated with the collection and analysis of relevant information in the context of solving practical marketing problems.	COMM 204.3 Co-requisite: COMM 207.3 (requires pre-requisite waiver)
COMM 447.3: Entrepreneurship and Small Business Management	Examines the processes and skills required for the successful formation of new business ventures and the on-going management of small businesses.	
GE 430.0: Engineering Entrepreneurship Capstone	Deals with all aspects of a successful entrepreneurship enterprise. The course content includes lectures, case studies, seminars and field trips.	COMM 349.3 and 9 credit units from COMM 200-399. Corequisites: COMM 357.3 and COMM 447.3