



WHY NOW?

Enterprise and business ownership are well-acknowledged ways for marginalized communities to create and accumulate wealth. Yet, structural racism in Canadian society has created systematic barriers to business and entrepreneurship for Canada's Black communities.

Given historic inequalities and the uneven impact of Covid-19 on small companies and Black-owned businesses, the need to support and encourage entrepreneurship within the Black community is even more urgent.

Indeed, the Canadian Government's recent creation of the Black Entrepreneurship program is rooted in the understanding that supporting black entrepreneurship is key to rebooting the post-pandemic Canadian economy and is key to creating a more equitable society.

The Schulich Business e-Certificate programs is one of the tools developed to target this very area.

INTENDED LEARNING OUTCOMES

- **Develop** business ideas in a systematic manner
- **Validate** their business ideas
- **Convert** their business ideas into business plans
- **Develop** a "shared value" mindset where they develop businesses that create both social good as well as economic gains
- **Condense** their business plans into business pitches

CONTACT US

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Schulich Business e-Certificate

BLACKHURST
CULTURAL CENTRE
formerly A Different Booklist Cultural Centre



In partnership with:



ecampus
Ontario

Schulich
School of Business
York University



FOSTERING THE SPIRIT OF ENTREPRENEURSHIP AMONG BLACK YOUTH & COMMUNITY

This 8-week course covers the basic of business for entrepreneurs and youth in the community. Blackhurst Cultural Centre in partnership with Schulich School of Business and eCampus are proud to present the Schulich Business e-certificate program which provides participants with an overview of business: from human resources, and marketing to finance.

THE COURSE OBJECTIVE

This course is designed to foster the spirit of Black entrepreneurship with principles of equity, decolonization, diversity, and inclusion are woven throughout.

In addition, the course recognizes that providing participants with the tools for developing successful businesses is important, equally important to achieving its objective is:

- the need to decolonize the business curriculum; and
- to provide students with role models to whom they can relate and perspectives that are relevant to their experiences as Black people.

7 MODULES OF DIGITAL CONTENT

The course is delivered through seven modules of digital content covering the following core business topics:

Module 1: The Business Model Canvas

Module 2: Operations Management

Module 3: HR Management and Organization Behaviour

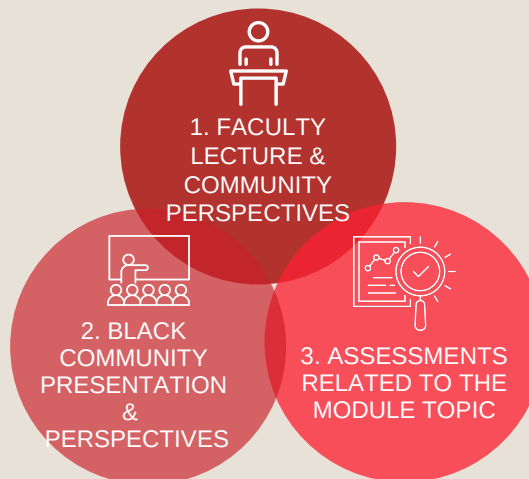
Module 4: Business as a Source of Social Good

Module 5: Marketing

Module 6: Finance and Accounting

Module 7: Developing your Business Pitch


Each module is made up of three distinct learning vehicles



Each module strives to reflect the coming together of i) business academia and the Black community; and ii) the theory of business and the practice of business as it relates to Black business and entrepreneurship.


LEARNING VEHICLES

FACULTY LECTURE & COMMUNITY PERSPECTIVES:

 40-60 MINUTES

Each lecture is delivered by an award-winning Schulich faculty member. The lecture provides a review of key concepts and principles from the field (e.g.: Marketing, Finance, etc.) that should be considered when developing business plans.

BLACK COMMUNITY PRESENTATION & PERSPECTIVES:

 40-60 MINUTES

The Community Perspectives session is in the form of a Q/A conversation between the leading Black entrepreneur, the Schulich faculty member, and Black graduate students that cover their work, life history, and lessons that pertain specifically to the topic at hand.

