



MEMORIAL
UNIVERSITY
GRADUATE STUDIES



WINTER
2024

Develop

ETP
HAND BOOK

PROGRAM OVERVIEW

Memorial's Entrepreneurship Training Program (ETP) was started in 2012 and aims to help graduate students develop the knowledge and skills necessary to start and run successful business ventures. The ETP is jointly coordinated by the School of Graduate Studies (SGS) and the Internationalization Office (IO), in partnership with the Atlantic Canada Opportunities Agency (ACOA).

The ETP's main objectives are as follows:

- To encourage innovative new start-ups and other entrepreneurial ventures.
- To foster the attitudes and behaviours necessary for successful entrepreneurship among international and domestic graduate students.
- To acquire the knowledge and skills germane to entrepreneurship.
- To increase the problem solving skills that are key to entrepreneurship leading to increased problem identification, critical thinking and team building.
- To identify and stimulate entrepreneurial drive, talent and skills.
- To impart information about organizations in the local entrepreneurial ecosystem to ETP participants and to connect them to relevant contacts and resources.

In 2013, the ETP received a national award from the Canadian Association of Career Educators and Employers (CACEE) for Excellence in Innovation and Student Engagement. It also received a national award for Program Innovation from the National Student Affairs and Services Association, a division of the Canadian Association for College and University Student Services (CACUSS).

Contact Information:

The ETP is organized and administered by **Dr. Hanh Do**, the ETP Program Coordinator.
Email: dtmaihanh@mun.ca



REQUIREMENTS AND ATTENDANCE

ETP Develop Winter 2024 will focus on providing graduates with the resources and support they need to succeed. It represents an exciting opportunity for entrepreneurs to turn their ideas into reality. The program is offered in February and March 2024 through Bright Space. It consists of two main components: workshop modules (online, asynchronous) and Special Topic Sessions (in-person mode for St. John's campus students and online for students in Marine campus, Grenfell and Labrador campuses). Please be advised that all course content, session links or relevant information will be posted on the Brightspace of the ETP Develop Winter 2024. Therefore, it is your responsibility to log in to Brightspace to receive those pieces of information. No email will be sent to participants.

Additionally, ETP participants are encouraged to join in weekly drop-in meetups at least once after special topic sessions from 3.30 -4.30 pm in IIC-2012 (Bruneau Building). You can also book another appointment with the ETP Coordinator via email during office hours on Wednesdays and Fridays. The purpose of the meetup is to guide students individually and refer them to resources that will be helpful for their projects.

WORKSHOPS:

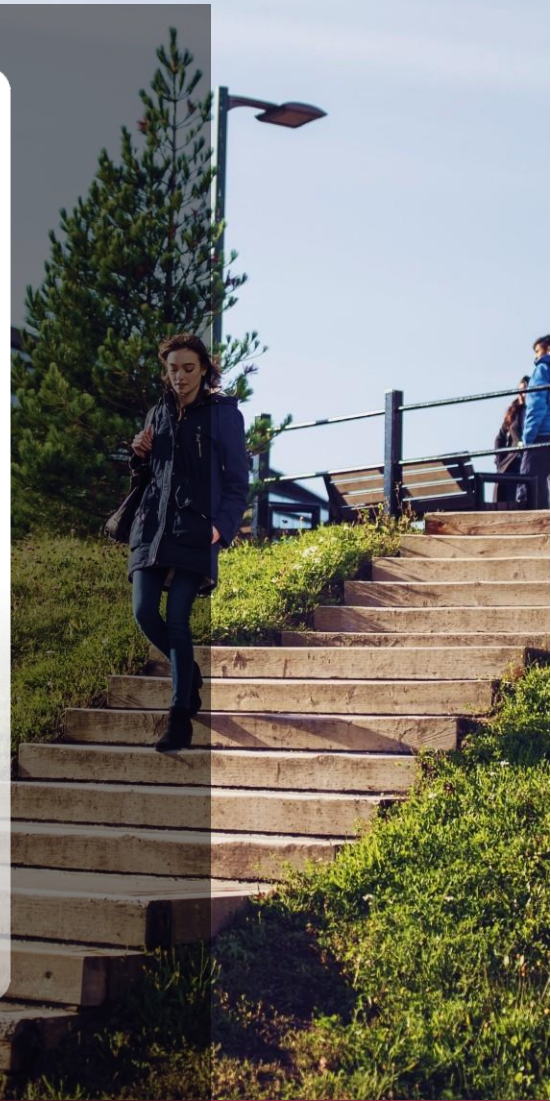
This component consists of eight workshops providing you, ETP participants, with skill sets (available in the course content section). Each workshop will be posted every Tuesday at 10 am (from February 6, 2024, to March 26, 2024) on the Brightspace cell. It ensures that you log in weekly to participate in the course and complete the required tasks at your convenience.

REQUIREMENTS:

Make sure that you log in to your Brightspace every Tuesday. You may miss two weeks of content, but if participants miss three or more, you will not receive your certificate of completion. You have a week to read the material, including text, videos, links, and session recordings.

Initially, you will be required to read and study the material and videos (if any) on the course content of the relevant week. Then, you have to answer the questions of the Post-workshop reflection for each week (your original post). Instructions will be provided. Finally, students must select and reply to another participant's post (at least one reply is required).

You will have until March 31, 2024, to complete at least 6 out of 8 workshop tasks and contribute to the discussions (original posts and replies).



WORKSHOP OUTLINE

February 6, 2024

Workshop 1:

Naming & Branding

- Developing concepts for naming and branding a business
- Dos and don'ts of naming, what to consider and resources for different budgets

February 13, 2024

Workshop 2:

Legal ABCs of Starting a Business

- A Deeper delve into incorporation, other business structures and the legal implications
- Resources for businesses requiring legal support

February 20, 2024

Workshop 3:

Sales, Marketing & Social Media

- Marketing and social media for start-up businesses
- Review of social media platforms
- How to create a marketing and social media strategy
- Tools and resources for social media management

February 27, 2024

Workshop 4:

Managing Growth

- How to anticipate and plan for growth
- How to set reasonable expectations and predictions for growth
- Resources for managing growth

March 5, 2024

Workshop 5:

Accounting for Business

- Introduction to Accounting
- How to manage finances and track books
- Focus on incorporated businesses (taxes, remittances, etc.)
- Bookkeeping tools and tips

March 12, 2024

Workshop 6:

Financial Management

- Introduction to cash flow, money management and budgeting
- Leveraging funding & financing
- Personal & business money management (for all business structures)

March 19, 2024

Workshop 7:

Intellectual Property and Commercialization

- Different types of intellectual property and overview of requirements & processes
- Importance of protecting IP
- Best practices and advice related to IP
- Commercialization of research

March 26, 2024

Workshop 8:

Next Steps - Resources, Supports & Planning

- Review of supports and resources in NL and what they offer
- Identifying a 'roadmap' of these resources for a specific business (i.e. what resources at what time)
- Next steps and how to move forward with long-term planning and initiatives
- Business goal setting and visioning



SPECIAL TOPIC SESSIONS (online and in-person modes)

This component includes 8-9 sessions which are presented by excellent, experienced experts, entrepreneurs and guest professors. ETP participants will have opportunities to understand more about theoretical knowledge in the workshop modules through practical expertise brought from the Special Topic Sessions.

Requirements: Synchronous Attendance

St. John's campus students: must attend synchronously at least 6 (six) sessions in person

Marine, Grenfell campus students: must attend synchronously at least 6 (six) sessions online

SPECIAL POLICY:

Students who cannot synchronously attend the Special Topic Sessions as required due to their recurrent schedule conflict should email the program coordinator at dtmaihanh@mun.ca. The recordings of Special Topic Sessions will be posted on Brightspace. Please make sure to set aside time to watch the recordings you missed. This activity will be checked carefully as the attendance requirement for the component of Special Topic Sessions to obtain the certificate of ETP Develop Winter 2024.

To get this special policy approved, please email the ETP Coordinator:

- The proof of your course coincides with the specific topic sessions (which session(s), its title, date and time). Please be advised that you must attend if the other sessions occur on another date and time.
- Your instructor's full name and email contact.

SPECIAL TOPIC SESSION SCHEDULE

Date/Time/Venue	Topic	Speaker
February 9, 2024 (Friday) 2 pm – 4 pm Online	Session 1: Ideation	Dr. Carlos Bazan - Technology Entrepreneurship Faculty of Business Administration, MUN
February 15, 2024 (Thursday) 2 pm – 3 pm A-1046, Art and Administration Building	Session 2: Legal Considerations	Atanu Haldar Associate, Cox & Palmer
February 22, 2024 (Thursday) 2 pm – 3 pm Administration Building	Session 3 Session 3: Knowing Your Value Proposition in Building a Business	Johanna Brown Tech Sales Strategist Sales Advisory & Consulting
March 1, 2024 (Friday) 1 pm – 1.50 pm A-1046, Art and Administration Building	Session 4: Managing Growth: A Focus on Business Goals	Mandy Woodland CEO, AmpHealth
March 7, 2024 (Thursday) 2 pm – 3 pm Administration Building	Session 5: Accounting for New Entrepreneurs in a Nutshell	Habibur Rahman Shohagh Accountant, Fred Earle & Associates CPAs
March 14, 2024 (Thursday) 2 pm – 3 pm Administration Building	Session 6: Tips and Traps in Financial Management	Dorothy M. Keating FCPA, FCA, FEA, ICD.D Noseworthy Chapman, Chartered Professional Accountants
March 21, 2024 (Thursday) 12 pm – 12.50 pm Administration Building	Session 7: Intellectual Property: What New Entrepreneurs Should Know	Libby Carew Regional IP Counsellor, Newfoundland and Labrador; Springboard Atlantic Inc. Dr. Jacqui Bartlett Associate Professor Faculty of Business, MUN
March 28, 2024 (Thursday) 2 pm – 3.30 pm Online	Session 8: Resource Support for the Entrepreneurship in NL	Panelists from CBDC, Genesis, MCE, RIO, and YMCA



SPECIAL TOPIC SESSION SCHEDULE

Items	Number required	Deadlines
Complete Your Introduction (Your first post in this discussion section in Bright space)	01 post (asynchronous)	February 18, 2024
Complete your Post-workshop section for each week (your post answering the discussion question)	06 posts (asynchronous)	You will have until March 31, 2024, to complete at least 6 original posts of the 8 workshops. Tips: Completing the workshop every week is the most effective way to gain ETP knowledge as it usually relates to the Special Topic Sessions.
Reply to at least any member's post each week	06 replies (asynchronous)	You will have until April 1, 2024, to complete at least 6 replies to the 8 workshops.
Attend at least 6/8-9 Special topic Sessions	06 Attendance (Synchronous)	St. John's campus students: In-person Attendance Marine, Grenfell campus students: Online Attendance Special policy students who have a conflict timetable (must be approved by the ETP Coordinator): Online Attendance
Complete one anonymous post-program survey (the survey link will be posted on March 29, 2024)	01 survey	March 31, 2024
<p>Optional:</p> <p>ETP participants are encouraged to attend weekly drop-in meetups (individually or in groups) at least once after special topic sessions from 3.30 -4.30 pm in IIC-2012 (Bruneau Building). You can also book an appointment with the ETP Coordinator from 10-4.30 pm on Wednesdays (Online) and Fridays (In-person) in IIC-2012. The purpose of the meetup is to guide students individually and refer them to resources that will be helpful for their projects.</p>		



OTHER IMPORTANT INFORMATION

Communication

Communication throughout the ETP will be done through Brightspace. You are required to monitor the announcements and content pages for any updates or relevant information. If you have any questions, please email the ETP Coordinator at dtmaihan@mun.ca

Recordings

ETP sessions might be recorded before being uploaded on Brightspace. Participants are not required to speak or use the video if they are uncomfortable doing so. They will be allowed to type questions in the chat and follow up by email.

Only ETP participants and individuals authorized by Memorial University can view the recordings. Recording sessions, events or any other activities or components of the ETP by anyone other than those authorized by Memorial University is not permitted.

Materials and Resources

Presentation materials, slides, handouts and other materials and resources provided throughout the ETP are protected by copyright legislation. These resources are solely intended for the program participants registered in the ETP. They are not to be modified, copied, distributed or used for any other purpose than the use of the ETP participants as review materials and program resources. Copyright legislation applies to all of the ETP content. All materials/content provided through this program are copyrighted by the individual presenters, their organization, or Memorial University.

Follow-us on ETP website and Social Media

Website: <https://www.mun.ca/etp/>

Facebook: <https://www.facebook.com/mun.etp>

Instagram: <https://instagram.com/mun.etp>

LinkedIn: MUN Entrepreneurship Training Program Alumni

<https://www.linkedin.com/groups/8618570/>

Twitter: https://twitter.com/mun_etp

