Queen’s
Master of Management Innovation & Entrepreneurship

A 12-MONTH PROGRAM THAT CAN BE COMPLETED FROM ANYWHERE IN CANADA

in Partnership with

Queens University

FACULTY OF ENGINEERING AND APPLIED SCIENCE
It is a fact that almost 50% of all new ventures or innovations fail within the first three years. Queen’s Master of Management Innovation & Entrepreneurship is designed to provide aspiring entrepreneurs the business acumen and practical support they need to greatly improve their odds of success.

The program provides preparation for a broad array of career opportunities, including:

- **Entrepreneurship** – Commercializing an innovative product or service through the formation of a start-up venture
- **Social Innovation** – Implementing innovative ideas which serve the good of society through multiple business models
- **Corporate Innovation** – Developing and launching innovative ideas, products or processes within an established corporation or organization
- **Entrepreneur & Innovation Ecosystem** – From working for start-ups, to careers with VC’s, Economic Development, Incubators, and Accelerators

**Bring Your Innovative Ideas to Fruition**

Over the duration of the program you will be given the opportunity, tools and support to take your ideas to fruition through our innovation incubator phase.
**Project Paths**

The program provides two project paths – one for entrepreneurs and one for corporate/organizational innovators.

The two project paths enable you to personalize your experience while in the program, based on your aspirations. Within each project path, there are two options, which allow for further personalization. These may be completed as full immersion, virtually, as your side hustle, or any combination. In other words, you may choose to work on your innovation project at Queen’s or anywhere else. If you are currently employed or working on your own start-up, you are not required to relocate to Kingston for the program.

**ENTREPRENEUR PROJECT PATH**

Option 1  Start up or scale up your own venture  
Option 2  Placement with a fast-rising start-up organization

**INNOVATION PROJECT PATH**

Option 1  Complete a project with your current employer  
Option 2  Placement with an innovative organization

**Intensive Boot Camp Style Sessions at Smith**

The program includes three highly intensive on-campus sessions in which you will develop your business acumen and learn the tools and techniques you need to succeed. There is a 2-week session in September (at the beginning of the program), a 1-week session in December, and one week in May. During these sessions you will complete six courses, each with corresponding readings and assignments.
PROGRAM CURRICULUM AND SCHEDULE

Phase 1 | September - November
First boot camp — 2 weeks at Smith in September

COURSES
• Creating Ventures
• Systems and Design Thinking
• Marketing and Selling the New Venture

For the balance of Phase 1, you will complete an ideation stage, an opportunity analysis and decision stage with the support of your Innovation Coach. Once you have chosen the best opportunity for your project path, you will begin work on your Industry Research Project with the expertise of an industry advisor.

Phase 2 | December - April
Second boot camp — 1 week at Smith in December

COURSES
• Managing Technology and Innovation
• Innovation in Practice

For the balance of Phase 2, you will work with your coach to complete your Individual Research Project and continue to work on your Innovation Project.

Phase 3 | May - August
Third boot camp — 1 week at Smith in May

COURSES
• Financing the New Venture
• Bringing it all Together

During the third boot camp, those on the Entrepreneur Project Path will have the opportunity to make their pitch presentation to potential investors. Those on the Innovation Project Path will present their Innovation Project to representatives from their organization or corporation.

The balance of Phase 3 is dedicated to refinement and execution. Working with your mentor, you will bring your Innovation Project to fruition.
Outstanding Faculty

Classes are led by a combination of successful entrepreneurs and outstanding professors from both Smith School of Business and the Queen’s Faculty of Engineering and Applied Science. This creates a learning experience that is both practical and relevant. Drawing on their expertise in a broad range of areas from business to design, you will be exposed to leading edge thinking and practice.

Coaching and Mentoring

As a student in the program, you will have access to experienced coaches, industry advisors and project mentors to provide guidance and advice throughout your project journey.

Career Support

For those wishing to take your newly developed skills to an organizational environment, we offer an extensive array of career services through our dedicated Career Advancement Centre. These include professional career coaches, career development sessions, workshops, conferences, and online resources.

Qyour Venture Accelerator

For those in the Entrepreneur Project path, you will become a member of our campus Accelerator. You will receive space, resources, opportunities to compete for seed funding and access to our QIC campus-wide Entrepreneur Network.

DESIGN AND PROTOTYPING FACILITIES

The program is highly experiential and hands-on. If required for your innovation project, you will have access to design and prototyping facilities to help turn your ideas into reality. These resources include design studios, prototyping facilities, 3-D printers, wet labs and machine shops.
When you graduate from Queen’s Master of Management Innovation & Entrepreneurship, you will not only have established an invaluable network of classmates, you will also join the impressive Smith School of Business alumni network which numbers over 22,000 graduates around the world.

Our commitment to you continues long after graduation. You will be able to stay in close contact with Smith School of Business, your fellow alumni, and faculty in a variety of ways.

These include:
• Membership in the Queen’s Venture Network – an association of Smith alumni involved in entrepreneurial pursuits
• Access to job opportunities through the Career Advancement Centre at Smith
• The ability to speak to faculty regarding issues and opportunities you may be facing in your career
• Thought-provoking white papers and webinars
• Class reunions and special networking events
• Smith Business Club events in cities across Canada, as well as New York, London and Hong Kong
• Free subscription to our alumni magazine

Queen’s Venture Network
As a student and alumnus of the Queen’s Master of Management Innovation & Entrepreneurship program, you will become a member of Queen’s Venture Network – an organization for alumni, students and passionate entrepreneurs that provides members with an enhanced opportunity to connect and network with one another. Collaborate with fellow entrepreneurs, brainstorm and test your ideas, share and gain a variety of information and receive expert mentorship from investors.

“Courage and agility define the character of successful, innovative entrepreneurs. These attributes are not just assets but are essential for successful leaders in today’s biggest corporations. The Queen’s Master of Management Innovation & Entrepreneurship, from its design, to its culture, to its curriculum will deliver graduates with the skills and character to succeed in today’s environment.”

Mary Ann Turcke
Group President, Media Sales, Local TV, and Radio
Bell Media

“As an entrepreneur, I’ve learned that success depends on a lot more than a great idea. Queen’s Master of Management Innovation & Entrepreneurship uniquely provides the skills that separate would-be entrepreneurs from the successful ones. It’s a bankable differentiator.”

Brad Tipler
Engineering Consultant - Internet Product Innovation, Cyber Security, Risk Governance
APPLICATION PROCESS

Admission Requirements
We are seeking exceptionally motivated people with a high level of creativity, a strong work ethic and a willingness to take calculated risks. Above all else, the admissions committee is looking for:

• **Great communication skills** – both verbal and written. An instrumental necessity for entrepreneurs and innovators is the ability to clearly articulate their ideas and persuade people in an engaging manner.

• **Proven ability to execute** – successful people in this space are able to do more with less resources, think creatively, find solutions and drive momentum for their ideas. They get things done.

• **Passion for change** – entrepreneurs and innovators don’t sit still. They seek opportunity, push the needle and revolutionize.

The above skills will be reviewed in your statement of purpose, video essay, reference and/or interview.

As well, the following will be considered:

• **Undergraduate degree** – Successful candidates will have an undergraduate degree from an accredited university and an average of B+ or better in the final two years of their degree.

• **Work experience** – While prior full-time work experience is not required, those interested in focusing on corporate innovation should have a minimum of two years work experience.

• **Language requirements** – Candidates whose native language is not English, and whose undergraduate university studies were taken in a language other than English must achieve a satisfactory score on one of the accepted tests of facility in English. Visit [ssb.ca/mmie](http://ssb.ca/mmie)

Application
Applications for admission are to be completed online. For a complete and more detailed explanation of the application process, including fees, please visit our website at [ssb.ca/mmie](http://ssb.ca/mmie)

Program Fees
Program fees and a fee schedule are available on our website. [ssb.ca/mmie](http://ssb.ca/mmie)

Student Loan Program
*(International Students Only)*
Prodigy Finance Ltd offers loans to international students in the Queen's MMIE program. Visit our website for more details.

![Prodigy Finance Logo](http://ssb.ca/mmie)

Academic Scholarships
Smith School of Business is pleased to offer Dean's Entrance Scholarships to applicants on the basis of outstanding academic and professional achievements.