
WELCOME TO
GUIDANCE BREAKFAST
Carleton
University



Carleton University acknowledges the location of its campus on the traditional, unceded territories of the Algonquin Anishinàbeg nation. In doing so, Carleton acknowledges it has a responsibility to the Algonquin people and a responsibility to adhere to Algonquin cultural protocols.

Carleton University

INTRODUCTION

Genda Zhao

National Online Recruitment Officer

Undergraduate Recruitment Office

Carleton University

WELCOME

L. Pauline Rankin

Provost and Vice-President (Academic)

Carleton University

KEYNOTE

Rebecca Renfroe

Associate Dean, Student Success & Recruitment, Undergraduate Programs
Sprott School of Business

Carleton University

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Bachelor of Entrepreneurship

How we built it: a briefing for guidance counsellors

Rebecca Renfroe
Associate Dean, Student Success & Recruitment, Undergraduate Programs
Sprott School of Business, Carleton University

Where the economy actually is

98%

of Canadian businesses are small and medium-sized enterprises

92.5%

of Ottawa's 30,900 businesses are small businesses

51%

of Canadians call themselves aspiring entrepreneurs

Until now, no undergraduate degree was built specifically for them.

Sources: Innovation, Science and Economic Development Canada, Key Small Business Statistics (2024); Capital Magazine (2024); RBC Small Business Poll (2024).

We started by listening

October 2025

Sprott leadership and Abacus Data: a half-day strategy session on the future of business education

Held before the program design was finalized. The findings shaped what we built.

1. **A shift from scarcity to precarity**
2. Generation affordability
3. AI is reshaping skills and work
4. A degree as future stability
5. Employers’ expectations are rising

Scarcity asks:

"Will there be enough?"

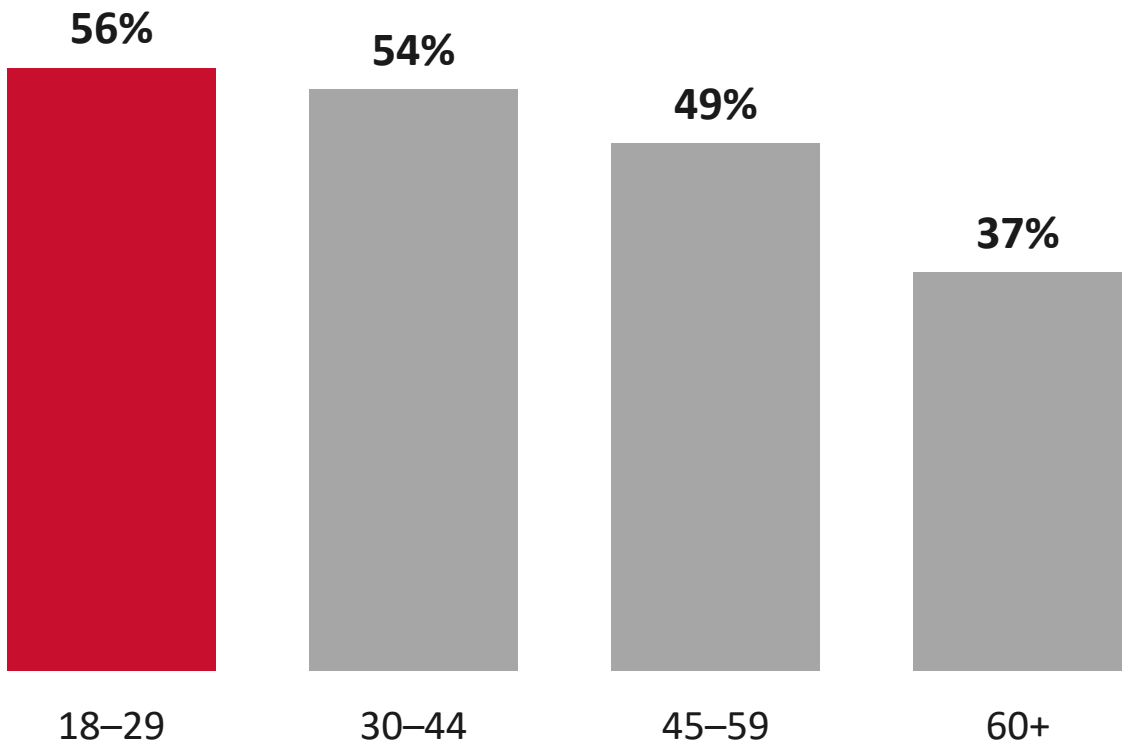
Precarity asks:

"Will we be okay?"

Abacus Data, The Future of Business Education, October 2025

Young people feel it most

Share scoring high or extreme on the Precarity Index, by age



70% likely to delay major life decisions due to financial uncertainty

3 in 4 students struggle with affordability; 1 in 5 used a food bank last year

2 in 3 youth aren’t convinced a career will lead to stability

14% youth unemployment; nearly half are unemployed or underemployed

Sources: Abacus Data, Federal Election Tracker (Mar. 2025) and Future of Business Education (Oct. 2025); Canadian Alliance of Student Associations (CASA).



If I can control the future, I do not need to predict it.

Saras Sarasvathy · Darden School of Business · effectuation theory

Agency isn’t knowing what happens next.

It’s knowing you can handle it.

What we heard, and what we built

What the research showed	What we built
Precarity: young people don’t feel in control	**Entrepreneurial Mindset is Learning Goal 1; adaptability assessed directly**
Affordability crisis; higher ROI expectations	**3 years, $15K/yr domestic (about $45K total); a year earlier into work**
84% want career prep over theory; 91% of WIL students find related jobs (vs. 71%)	**A real venture every year; practicums; Invest Ottawa internships**
AI is reshaping entry-level work	**Digital Transformation and Human & Machine Intelligence in Year 1**
61% of employers say expectations are rising	**Selling, collaboration and communication throughout; mentorship**
Demand for short-cycle, stackable learning	**Stackable credentials; MBA and TIM pathway**

Sources: Abacus Data (2025) and client research; CEWIL; BHER 2022 Skills Survey.

Purpose-built, not compressed

3 years, 15 credits

A different design, not a four-year degree squeezed into three

Built for SMEs

Small business, family enterprise, freelance careers, new ventures

Applied from day one

Students build a real venture in every year

No math prerequisite

No Advanced Functions or Calculus required to apply

Benchmarked

Against 15 Canadian business schools

Outcomes first: every course mapped

	Year 1	Year 2	Year 3
Entrepreneurial Mindset	I	D	A
Knowledge	I	D	A
Collaboration	I·D	I·D	A
Critical Thinking	I	D	A
Communication	I	D	A

I — **Introduced**
Key ideas at a basic level

D — **Developing**
Increasing proficiency through practice

A — **Advanced**
Independent, graduate-level performance

Summary of the BEnt curriculum map: the predominant level of each learning goal across core courses in each year.

Fully vetted, like every Carleton degree



A full Carleton undergraduate degree, with the same quality assurance as every program we offer.

The spine: a real venture, every year

Year 1

Project I

Ideation and team formation

Bring an idea or join a team. Not everyone has to be the idea person.

Year 2

Project II

Validation with real customers

Is there a customer? Will they pay? What has to change?

Year 3

Project III

Business model and launch

Build it, take it to market, and present it.

Each project is a full credit, twice a regular course. Everything else in the program feeds it.

Year 1: Foundations

Year 1

Foundations

Accounting Fundamentals
The language of business

Digital Transformation
ICT, cloud, AI, cyber

Human & Machine Intelligence
Psychology, ethics, trust

Introduction to Business

Basic Marketing

Entrepreneurship

Entrepreneurship Project I
Ideation and teams

Year 2: Building

Year 2

Building

Fundamentals of Financial Management

Behavioural Economics
Why we buy

Organizational Behaviour

Entrepreneurship Selling
The first five clients

Business Law
IP, privacy, cyber, partnerships

Entrepreneurship Project II
Validation

Year 3: Scaling



Year 3

Scaling

Business Development
Zero to one

Practicum in Business Design

Personal Selling

Practicum in Business Creation

Entrepreneurship Challenges in a Digital World

Innovation & Scale
Team-taught with a banker

Managing the Family Enterprise

Entrepreneurship Project III
Launch

Beyond the classroom

Summer internships
With Ottawa entrepreneurs through Invest Ottawa. Real placements; not guaranteed or necessarily paid.

Mentorship
Alumni and entrepreneurs guide students through the highs and lows of building.

Stackable credentials
Themed electives students collect along the way.

A path forward
A qualifying year at Sprott leads to the MBA or TIM program.

Who thrives in the BEnt

The builder

Already running something, or always starting projects

The applied learner

Bright, restless in lectures; learns by doing

The family-business kid

Will take it over one day, or wants to modernize it

The creative who opted out

Assumed business school was math-heavy and corporate

The operator

Doesn’t want to be the idea person; makes ideas happen

The time- and cost-conscious

Wants a degree, not four years of tuition

When another Sprott program may fit better

If your student…	Consider
Wants a guaranteed co-op	**B.Com (the BEnt has internships, not co-op)**
Has a CPA or other designation in mind	**Bachelor of Accounting**
Wants deep specialization (finance, supply chain, analytics)	**B.Com**
Is relying on OSAP	The BEnt isn't OSAP-eligible, but entrance scholarships and need-based bursaries are available. Worth a conversation.

A real choice of path, not a hierarchy.

Admissions

From high school

- OSSD or equivalent
- Six 4U/M courses, including English
- **No math prerequisite**

Transferring in

- 2.5 credits or fewer
- CGPA of 8.00 (B+) or higher
- Sprott B.Com, B.Acc and BIB students assessed on merit
- All start at first-year standing

Apply

- Through OUAC
- **Deadline: January 15**

Cost and value

$15K
per year, domestic

~$45K
total for the degree

$65–70K
projected starting salary*

- International tuition: $45K per year, the same as the B.Com
- Debt-to-income ratio of about 0.65×*
- A year earlier into the workforce: roughly $50–60K of income instead of a fourth year of tuition*

Financial support

- Entrance scholarships
- Need-based bursaries
- Not OSAP-eligible

**Projected, based on internal modelling calibrated to external salary and tuition benchmarks. The first cohort has not yet graduated.*

Questions you'll hear

"Is it a real degree?"

Yes. A full Carleton degree, approved by Senate and Ontario's Quality Council.

"Can they do a master's later?"

Yes. A qualifying year at Sprott leads to the MBA or TIM.

"What if their business fails?"

Students are assessed on process and learning, not on whether the venture succeeds.

"Do they need an idea coming in?"

No. Project I starts with ideation and team formation.

Agency isn’t knowing what happens next.

It’s knowing you can handle it.

Thank you. Questions?

Rebecca Renfroe, Associate Dean, Student Success & Recruitment
rebeccarenfroe@cunet.carleton.ca
Sprott School of Business, Carleton University · sprott.carleton.ca

Apply through OUAC by January 15

AGENDA

1. INTRODUCTION & WELCOME
2. KEYNOTE
3. BREAK
4. STUDENT SERVICES UPDATES
5. NETWORKING FAIR & THERAPY DOG
6. CURRENT STUDENTS PANEL
7. UNDERGRADUATE RECRUITMENT UPDATE
8. FEEDBACK & DRAW FOR PRIZES



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AWARDS UPDATE

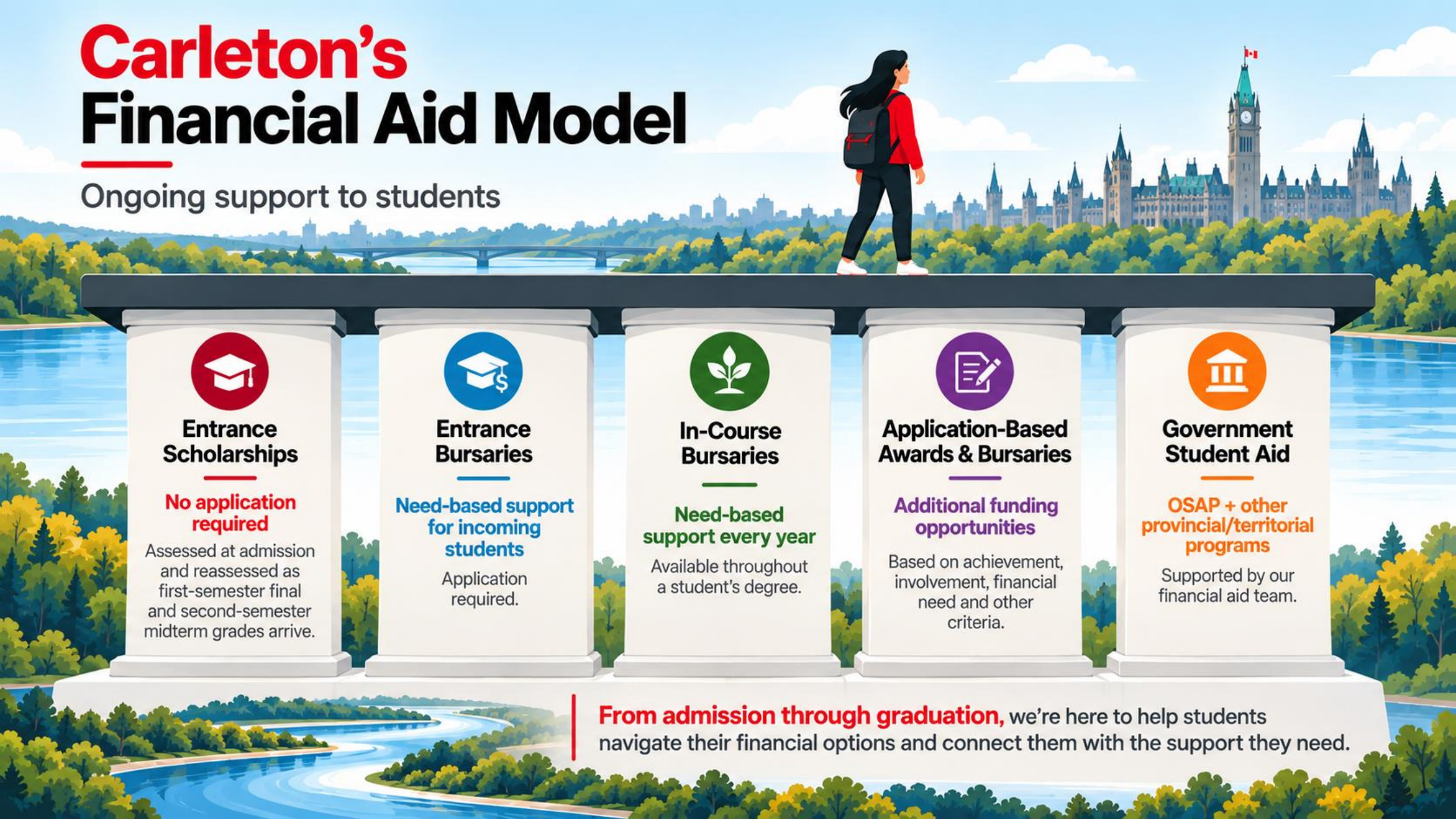
James Moretton

Director
Awards and Financial Aid Office

Carleton University

Carleton's Financial Aid Model

Ongoing support to students



Entrance Scholarships

No application required

Assessed at admission and reassessed as first-semester final and second-semester midterm grades arrive.

Entrance Bursaries

Need-based support for incoming students

Application required.

In-Course Bursaries

Need-based support every year

Available throughout a student's degree.

Application-Based Awards & Bursaries

Additional funding opportunities

Based on achievement, involvement, financial need and other criteria.

Government Student Aid

OSAP + other provincial/territorial programs

Supported by our financial aid team.

From admission through graduation, we're here to help students navigate their financial options and connect them with the support they need.

Supporting Exceptional Students

Help us connect

Prestige Scholarships

For academically outstanding and well-rounded students.

- **24 awards**
- **90% minimum entrance average**
- **Extra-curricular involvement**
  Demonstrated leadership, community involvement and contributions.
- **Reference letter**
  One reference letter required.
- **$5,000 – $8,000 per year**
  As well as 1 full tuition scholarship.
- **Application deadline: March 1, 2027**
  Apply on our website: carleton.ca/awards/prestige

Leadership Bursaries

For students who demonstrate leadership and financial need.

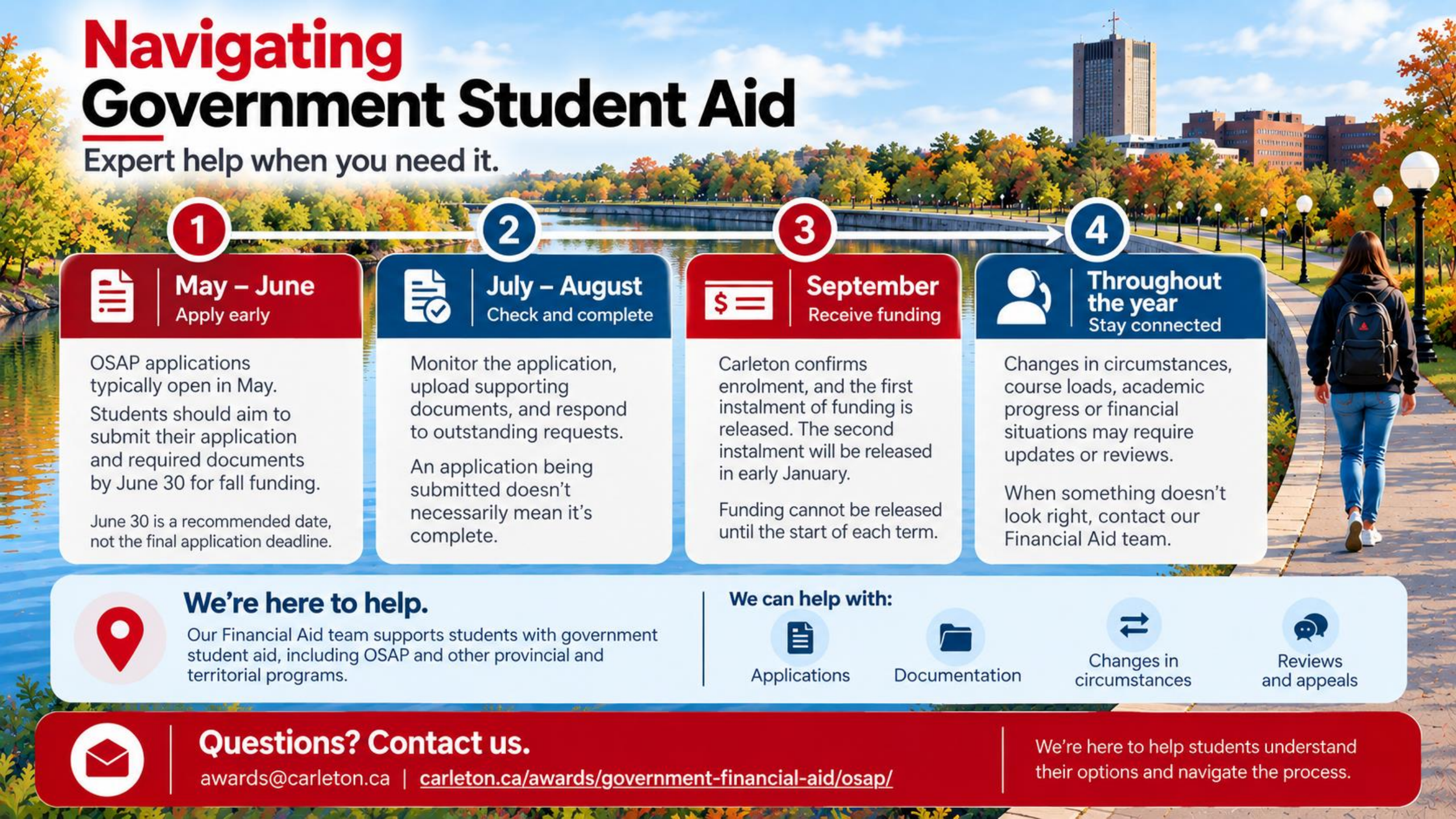
- **15 awards**
- **Extra-curricular involvement**
  Demonstrated leadership, community involvement and contributions.
- **Financial need**
  For incoming students with demonstrated financial need.
- **$3,000 – $6,000 per year (renewable)**
  As well as 5 full tuition bursaries.
- **Application deadline: May 1, 2027**
  Apply on Carleton Central: central.carleton.ca

You know your students.

If someone comes to mind when you see these opportunities, please **encourage them to apply.**

Navigating Government Student Aid

Expert help when you need it.



1 May – June
Apply early

OSAP applications typically open in May.

Students should aim to submit their application and required documents by June 30 for fall funding.

June 30 is a recommended date, not the final application deadline.

2 July – August
Check and complete

Monitor the application, upload supporting documents, and respond to outstanding requests.

An application being submitted doesn't necessarily mean it's complete.

3 September
Receive funding

Carleton confirms enrolment, and the first instalment of funding is released. The second instalment will be released in early January.

Funding cannot be released until the start of each term.

4 Throughout the year
Stay connected

Changes in circumstances, course loads, academic progress or financial situations may require updates or reviews.

When something doesn't look right, contact our Financial Aid team.

We're here to help.

Our Financial Aid team supports students with government student aid, including OSAP and other provincial and territorial programs.

We can help with:

- Applications
- Documentation
- Changes in circumstances
- Reviews and appeals

Questions? Contact us.

awards@carleton.ca | carleton.ca/awards/government-financial-aid/osap/

We're here to help students understand their options and navigate the process.

QUESTIONS?

James Moretton
Director, Awards and Financial Aid Office
james.moretton@carleton.ca

Website:
carleton.ca/awards

Email:
awards@carleton.ca



CAREER SERVICES

Robert Wharram

Manager, Career Development & Academic Support
Career Services

Carleton University

CAREER SERVICES:
OVERVIEW



Continuous multi-format support to build student confidence and employability.

Who?

- Prospective Students
- Current students
- Alumni (forever!)

How?

- Virtual appointments
- In-person appointments
- Drop-in hours Monday to Friday

Why?

- Pre-employment preparation
- Further education
- Major exploration
- Career exploration
- On-campus job board
- Events

CONNECTING DEGREES TO FUTURES

Career Development doesn't start with Career Services.

Direct value from university studies:

- **Employability Framework**
  - Job shadow
  - Clubs and societies
  - Service delivery
    - Coaching, counselling, workshops
  - Employer information sessions, career and networking fairs
- **What Can I Do With My Degree?**
  - Advising
    - Your Degree, Your Future
    - Government of Canada Job Bank
- **Career Competencies**
  - Skills, experiences and attributes

carleton.ca/careers

CO-OPERATIVE EDUCATION (CO-OP)

Katie LeBlanc

Manager
Co-operative Education

Carleton University

CO-OP AT CARLETON

- What is co-op?
- The Carleton advantage
- Benefits of co-op during and after your studies
- How to apply

carleton.ca/co-op



ENRICHED SUPPORT PROGRAM

Susan Burhoe

Acting Director, Assistant Professor (Teaching)
Centre for Initiatives in Education (CIE)

Carleton University

ENRICHED SUPPORT PROGRAM (ESP)



Opportunity
Designed for students whose academic record may not represent their potential.



First-year studies
Full-time program, first-year courses with academic support.



Successful completion
Admission to degrees in Arts and Social Sciences, Business, Engineering, Computer Science, and Science programs.

ESP: APPLICATION

Apply directly on the ESP website (not through OUAC).

- Application form
- Transcripts: Grades 9-12 and any post-secondary
- Letters of reference (two teachers or teacher and guidance counsellor)
- Personal statement (opportunity to tell their story)
- Application fee ($75)

Application deadlines (often extended):

- **Fall:** June 15
- **Winter:** November 15

carleton.ca/esp

More information:

Check our guidance website for criteria and more details:
carleton.ca/esp/guidance

ACADEMIC PREP:
HOW TO BE A UNIVERSITY STUDENT

- Non-credit, in-person course held in mid-August.
- **Lectures** on evidence-based learning strategies.
- Lunchtime activities to explore campus and make friends.
- Students earn **higher grades and more credits** than comparable students who don't take Academic Prep.

carleton.ca/cie/academicprep

Topics include:

✓ Motivation
✓ Academic reading
✓ Effective studying
✓ Listening and note-taking
✓ Procrastination
✓ Metacognition
✓ Managing stress

ADMISSIONS UPDATE

Sarah Whalen

Assistant Director
Admissions Services

Carleton University

ADMISSIONS UPDATE

- Admission averages
- Ranking choices
- Timing of offers
- Alternate offers
- Conditional offers



NEXT STEPS
TO CARLETON

admissions.carleton.ca/your-next-steps

I'M CONSIDERING CARLETON

I'VE APPLIED TO CARLETON

I HAVE AN OFFER FROM CARLETON

I'VE ACCEPTED MY OFFER TO CARLETON



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RECRUITMENT UPDATE

Ashley Reid

Director
Undergraduate Recruitment Office

Carleton University

UPCOMING EVENTS

Fall Open House

Saturday, October 24, 2026
Carleton University

admissions.carleton.ca/openhouse

Family Information Evenings

- **Grade 12 students and supporters**
  Monday, December 7, 2026
  Carleton University and virtual option
- **Grade 9 and 10 students and supporters**
  Tuesday, February 16, 2027
  Carleton University
- **Grade 11 students and supporters**
  Wednesday, February 17, 2027
  Carleton University

admissions.carleton.ca/family-information-evening



UPCOMING EVENTS

CU Live Virtual Sessions

Hosted on: Zoom

Highlighting the admission process, co-op, scholarships, residence, student life and more!

admissions.carleton.ca/virtual-information-sessions

Program Events

Program Spotlights and Student for a Day events, featuring:

Engineering and Design; Humanities; Journalism and Communication; Science; Sociology and Anthropology; Sprott School of Business

admissions.carleton.ca/events



Campus Tours running regularly!

carleton.ca/tours

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Share your feedback!



STAY CONNECTED

admissions.carleton.ca | 360.carleton.ca

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FOLLOW US ON SOCIAL!
@carleton_future