



York Entrepreneurship
Development Institute

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT DIPLOMA PROGRAM

2027-2028 PROGRAM FAQ



York Entrepreneurship
Development Institute

907 Alness Street
Toronto, Ontario, M3J 2J1

+1 647 919-YEDI (9334)

info@yedi.ca

Entrepreneurship and Small Business Management (ESBM) Diploma Program

2027 Frequently Asked Questions

Program Overview

Program Details

Program Name:	Entrepreneurship and Small Business Management Program		
Approved Program:	This Diploma program is approved as a vocational program under the <i>Ontario Career Colleges Act, 2005</i> .		
Language of Instruction:	English		
Campus Location:	907 Alness Street, North York, ON, M3J 2J1		
Duration:	12 months 3 semesters		
Commencing on:	January 4, 2027*		
Expected Completion date:	December 12, 2027*		
3 Semesters:	Winter Semester	January – April 2027	
	Spring Semester	April – August 2027	
	Fall Semester	September – December 2027	
Academic Workload:	Full time		
Program Length:	980 hours		
Weekly commitment:	20 hours (includes live classes and asynchronous guided learning hours)		
Class Schedule*:	Evenings, 3-days per week (half-day) <i>Mondays, Tuesdays, and Thursdays, from 5:30 p.m. until 9:30 p.m.</i>		

**YEDI reserves the right to change program dates with 2 weeks' notice.*

What credential will I receive upon completion of this program?

A Diploma in Entrepreneurship and Small Business Management will be awarded to students in good academic standing, who completed all 20 courses with a minimum of 50% passing course grade in each one.

Is the program offered online, in-person, or as a hybrid learning experience?

All program courses will have a combination of live synchronous sessions and asynchronous guided learning.

Live synchronous sessions are delivered in an online learning experience. Participants will attend online via Zoom. Live sessions are also recorded, allowing participants to review materials, as needed.

Asynchronous guided learning will be online, and can be completed on your own time, as self-study. Weekly asynchronous activities and associated instructions will be accessible and scheduled in our online learning platform.

What skills and knowledge will I gain upon successfully completing the program?

Students will gain practical experience and skills by applying key concepts, tools and methodologies to their own ventures and many different case studies. The skills and knowledge will be gained by engaging in focused learning in the following areas in small business management:

- Business Growth
- Business Modeling
- Financial planning and reporting
- Leveraging AI and other innovations in the business process
- Business communications and negotiations
- Stakeholder management and legal considerations

After graduating, students will be able to grow their own business or support another business in their journey.

Tuition and Scholarship

How much does the program cost, and are there any scholarships or financial aid options available?

Canadian Students

As a Canadian charity, YEDI is committed to making this world-class program accessible to Canadians. YEDI has secured funding to help eligible innovative Canadian entrepreneurs and small business owners access this program tuition-free; through scholarships that could cover the full cost of tuition.

To confirm enrolment, a \$3,000 program deposit is required. The deposit is applied in accordance with program policies. Students who successfully complete the program and meet the requirements of the YEDI Academic Scholarship will get the deposit refunded at graduation.

Tuition, Scholarship, and Financial Aid Information

To support eligible innovative Canadian entrepreneurs and small business owners, YEDI has secured scholarship funding that may cover the full cost of tuition – *making the program tuition-free*.

Tuition for Canadian citizens and permanent residents is \$18,000 CAD.
Canadian students may be eligible for the following tuition support:

1. **Entrance Scholarship – \$9,000 CAD**
Funded by the Canadian Foundation for Innovation and Research (CFIR), this scholarship is granted to everyone who is accepted.
2. **YEDI Academic Scholarship – up to \$9,000 CAD**
This scholarship is based on academic performance. To remain eligible, students must achieve a minimum average of 80% in each academic semester.

Per the scholarship terms:

- Students who maintain the required academic average for the full duration of the program will also have their \$3,000 deposit refunded at graduation, in accordance with program policies.
 - Students are responsible for paying tuition fees for any semester in which their grade falls below the required 80% minimum average.
3. Financial aid may also be available to assist with the \$3,000 deposit, subject to an external financial need assessment.

What's the tuition for International Students? Are International Students accepted?

Tuition for international students is \$40,000 CAD. However, YEDI is currently unable to accept international students into the Entrepreneurship and Small Business Management (ESBM) Program.

The Canadian government has implemented a new procedure for Study Permit applications, which now mandates each applicant to submit a Provincial Attestation Letter (PAL) from the province where they intend to study. PALs must be obtained through the educational institution. Currently, quotas are in place for issuing PALs for different types of educational institutions. Unfortunately, we have been informed by the Ministry that there are currently no quotas available for Career Colleges. Due to these Ministry constraints, we regret to inform that we are currently unable to issue PALs or admit international students into the ESBM Program.

Alternative pathway for International Students

Alternatively, we offer another pathway for international students consider for their entrepreneurship education: YEDI's [International Program](#). It is conducted virtually (via Zoom) over 2 weeks. The tuition cost is 8,000 USD. For more information please visit our website or contact international@yedi.ca.

Note: The International Program is a non-vocational program and does not require approval under the *Ontario Career Colleges Act, 2005*.

What are the scholarship conditions? How could I, as a Canadian student, get the program tuition-free?

Eligibility for an academic scholarship is contingent upon the Student achieving a **minimum average of 80%** in each academic semester.

The Student's academic standing shall be formally reviewed at the conclusion of each semester to determine scholarship eligibility and the appropriate allocation of previously submitted deposit amounts.

If the Student achieves the required academic average, a scholarship will be applied. If the student does not meet the academic average, the Student shall be required to remit a new deposit.

How much will my tuition be if I cannot maintain the 80%?

The total tuition fee for the program is **CAD 18,000**.

For this upcoming cohort group, we are able to award an **entrance scholarship** in the amount of **CAD 9,000**, funded by the **Canadian Foundation for Innovative Research (CFIR)**.

Therefore, the Student shall be responsible for any portion of the tuition fee not covered by the scholarship: **CAD 9,000**.

Students who do not maintain 80% average every semester, will pay a total of CAD 9,000. No additional fees are charged for program materials.

Admission

How do I apply for the program, and what are the application deadlines?

To apply for the program, visit the [YEDI website](http://yedi.ca) (yedi.ca) and follow the application instructions. To begin the application process, click “apply” on the program page.

The admission process has three rounds.

- For the first round, applicants are required to submit an “Express Interest” Form, complete the written application and upload all necessary documents.
- For the second round, applicants will receive an email invitation for a 5-minute video interview.
- For the third round, complete applications will be reviewed by the Admissions Selection Committee, and those that successfully pass YEDI due diligence will receive a conditional Offer of Admission.
- Applicants who accept the offer of admission will then be asked to review and sign their enrolment contract via DocuSign and will be required to pay the initial tuition deposit.

The application deadlines may vary depending on the program's start date, so it is advised to check the website for the most up-to-date information.

For the September 2026 intake, applicants must submit everything by July 15th, 2026.

What are the admissions requirements for the program?

Academic requirements

- High school diploma or higher (Canadian or recognized in Canada)*
- Bachelor's Degree considered an asset
- Transcript(s) from all previously attended post-secondary institutions if applicable.

**Applicants with non-Canadian academic credentials (High school Diploma, College Diploma, University Degree, etc.) will be required to complete a credential evaluation assessment recognized in Canada, and to submit a copy into the written application.*

Non-Academic requirements

- Up-to-date Resume
- Professional Headshot
- Description of Venture Project
- High quality scan of a Canadian government issued ID
- For international applicants: Confirmation that applicant is eligible to study in Canada

Is the program open to students from all provinces in Canada, and are there any specific regional considerations?

The program is open to students from all provinces in Canada. While there may be some regional considerations, such as networking events or local resources, the program's core curriculum and learning objectives remain consistent for all students.

How and when will I find out the status of my application?

Applicants will be notified by the Admissions Department, within 4 weeks after completing applications and providing all necessary documents. Updates will be provided by email.

I have non–Canadian academic credentials, who can I contact to complete a credential evaluation assessment?

We accept evaluation assessments from the following third-party organizations:

- [Comparative Education Service: University of Toronto School of Continuing Studies](#)
- [International Credential Assessment Service of Canada](#)
- [World Education Services](#)
- [International Qualifications Assessment Service \(IQAS\)](#)
- [International Credential Evaluation Service](#)

Only select (1) one organization from the list and click the hyperlinked name to get the website URL. Each organization may have different processes and associated fees. Refer to the respective website for details and information.

The official report generated by one of the approved organizations must be sent to YEDI directly from the organization that completed the assessment. The official report can be sent one of two ways:

- digitally to the YEDI Admissions Department (admission@yedi.ca)
- Or, mailed to *907 Alness Street, Toronto, Ontario, M3J2J1, Canada*

Note: Unofficial copies of the reports are will not be accepted.

The process may take several weeks. Please ensure you allocate enough time to complete the credential evaluation assessment and for the official reports to be sent to YEDI by the deadline.

If you have questions, please contact the Admissions Department (admission@yedi.ca).

Where can I read more about the program?

We encourage you to visit our website yedi.ca. You can find more program information at the following url: <https://yedi.ca/programs/diploma-programs/entrepreneurship-small-business-management/>

Who can I contact with questions?

The Admissions Department Team (admissions@yedi.ca) will be happy to answer your questions.

Program Focus

What is the focus of the program?

In today's rapidly changing business ecosystem, entrepreneurs, small business owners, and their employees need modern tools and skills to succeed.

Building on its strong and proven experience in educating entrepreneurs, the York Entrepreneurship Development Institute offers a 12-month intensive program designed to fully equip business owners with the knowledge, skills, and tools required to navigate today's volatile market environment.

The curriculum addresses critical areas such as strategies for business growth amid rapid disruption, as well as the widespread adoption of artificial intelligence and other technological advancements.

What stages of entrepreneurship does the program focus on? Is it industry-specific?

Our program is sector agnostic and is suitable for businesses in any industry and at every stage (ideation, seed, early, growth, expansion, etc.).

How does the program support students in developing and launching their own businesses or start-ups?

The program supports students in developing and launching their businesses through mentorship, networking opportunities, and access to funding sources. Students are guided through the process of creating a viable business plan and are provided with the necessary tools and resources to bring their ideas to fruition.

Do I need an existing business to apply or succeed?

The program is centered around developing a specific business and applying every course to the student's venture. If you do not have an existing business but are passionate about entrepreneurship and would like to participate in the program, you may be offered to select a business idea from our community of alumni, with the goal to develop their business idea, and to learn the process.

Curriculum Topics & Structure

What specific topics and modules are covered in the program curriculum?

Curriculum includes the following key topics:

Strategic Planning: Business Growth Strategy; Business Modelling; Social Entrepreneurship, Networking and building strategic partnerships

Financial Analysis and Planning: Financial Management; Financial Analysis, Forecasting and Reporting; Business Valuation and Raising Venture Capital

Marketing and Sales: Marketing and Sales Strategy; Business Communication and Negotiations; Market Research Methodologies

Management and Operations: Small Business Management; International Operations; R&D Project Management and Collaboration with Academia; Legal and regulatory considerations

AI and Innovation in Business: Strategies to Leverage Modern AI Tools and Apps; Blockchain and Crypto Operations; Cybersecurity in Business

What are the courses included in the program?

Over the course of the 12-month programs, students will go through the following courses:

- | | |
|---|---|
| 1. SMEs in Canada: Opportunities and Challenges | 11. Sales Strategy |
| 2. Stakeholder Management | 12. Legal Fundamentals |
| 3. Business Growth Management | 13. Managing International Operations |
| 4. Business Planning | 14. Financial Planning |
| 5. Marketing Management | 15. Raising Investments |
| 6. Business Modelling | 16. Financial Analysis and Reporting |
| 7. AI for Small Business | 17. Innovations in Business |
| 8. Digital Marketing Strategy | 18. Business Communications and Negotiations |
| 9. Team Building | 19. Essential Systems and Skills for Sustainable Business Practices |
| 10. Social Entrepreneurship | 20. Business Case and Defence |

How are courses structured? What can I expect in terms of workload?

Each course has a defined grading structure that may vary depending on the learning objectives and assessment design of the course. The grading breakdown will be outlined in the course syllabus and on Canvas at the start of each course. Students must complete all mandatory components of the course (as outlined in YEDI Grading, Participation and Attendance Policy) in order to be eligible to pass the course.

Depending on the course, grading will follow one of the structures below:

Option A – Courses with Exams

- Participation: 35%
- Asynchronous Coursework: 30%
- Milestone Assignment(s): 15%
- Exam: 20%

Option B – Courses without Exams

- Participation: 35%
- Asynchronous Coursework: 30%
- Milestone Assignment(s): 35%

Participants should expect to spend around 20 hours a week on their learning, which includes in-class, homework, assessments, and asynchronous learning activities.

What kind of coursework would I need to complete?

- 1) Participation is a core component of the academic experience, represents a significant portion of each course's final grade, and is monitored every session.

Participation includes, but is not limited to:

- a. *Attendance*. Attending all sessions on time. Attendance and punctuality are essential and are monitored each session.
- b. *Engagement in Class*. Students must actively participate in classroom sessions by contributing to discussions, responding to instructor prompts, and engaging in individual or group activities. For students joining sessions online, cameras must be on for the entire duration of the session. A student with a turned-off camera is assumed to be away and not participating.
- c. *Responsiveness and Preparedness*. Students are expected to respond when addressed by instructors. Students are expected to come prepared, having completed any required readings, assignments, or preparatory work assigned prior to the session.

- 2) Asynchronous learning activities are a mandatory weekly requirement. Asynchronous learning is designed to complement in-class instruction and reinforce applied learning outcomes. These activities may include answering discussion questions, commenting on a peers' discussion response, assigned readings, reflections on assigned reading, independent study assignment, recorded video materials, virtual lab work, or other tasks assigned and described throughout the courses.
- 3) Milestone Assignment is the final course assignment which requires students to demonstrate thorough understanding and application of concepts, tools, and other materials covered, by applying learning into student ventures. Milestone assignments are mandatory and are required in order to pass the course.
- 4) An Exam is a structure assessment that evaluates whether the student has met the learning objectives for the course. Exams test students' knowledge and comprehension of all course modules and topics. Exams require students to analyze different case studies using the tools and methodologies learned in the course, to answer specific questions. Attendance during the exam session is mandatory. Both exam completion and attendance are required in order to pass the course.
- 5) At the end of the program, students will work on their main capstone project: The Business Case. The final assessment includes a live business case defence conducted in front of a YEDI Academic Committee panel.

Refer to the YEDI Grading, Participation and Attendance Policy for more information.

Are there any real-world projects or internships included in the program to help me gain practical experience?

While specific real-world projects and internships may not be part of the core curriculum, the program encourages students to apply their learnings through the development of their own business ideas or by collaborating with fellow students on entrepreneurial projects.

Instructors

Who are the instructors and mentors for the program, and what are their qualifications and industry experience?

Program instructors and mentors include subject-matter experts and academics with extensive real-world entrepreneurial experience. They bring a wealth of practical knowledge and insights to help guide students through the entrepreneurial journey.

More information about our faculty is available on the YEDI website: <https://yedi.ca/faculty/instructors/>

Supports for Alumni

Can I expect any assistance with networking and connecting with other entrepreneurs or professionals in my industry?

Yes, the program includes networking opportunities with fellow entrepreneurs, industry professionals, and potential investors. These connections can help you build valuable relationships and support for your venture.

What resources and support will be available to me as a YEDI program graduate?

As a YEDI program graduate, you will have access to ongoing support and resources, including mentorship, networking opportunities, and potential funding sources. This support can help you continue to grow and develop your business after completing the program.