

Master of Management

Equip yourself with the knowledge, skills and practical experience needed to become a successful entrepreneur and drive digital transformation.

The program empowers students from diverse academic backgrounds with transferable skills, including critical thinking and reasoning abilities, leadership and teamwork skills, as well as proficiency in management theory and techniques.

This interdisciplinary program offers two specializations: **Entrepreneurship and Emerging Technology**. Students can focus on developing successful business plans or assessing and implementing new technologies for a competitive advantage.

In partnership with incubators, accelerators and leading businesses, students gain access to real-world experience and rigorous academic preparation, preparing them for success in the digital economy.

Program Highlights:

- Gain core knowledge in Management, Marketing, Finance, Organizational Behavior, Entrepreneurship and Emerging Technology.
- Learn from industry leaders and highly experienced faculty.
- Work-integrated learning component - students develop a for profit or non-profit venture or work with an organization on developing and implementing a technology solution.
- Access cutting-edge facilities and tools for an immersive learning experience.



**Launch Your Career with
a Master of Management!**

Master of Management

Quick Facts:

Interdisciplinary approach: Designed for graduates from various disciplines, focusing on transferable skills and specialized knowledge.

Strategic partnerships: Through partnerships with incubators, accelerators and leading businesses, students will have access to both the knowledge and experience they need for success.

Two specializations: Students can choose between Entrepreneurship and Emerging Technology tracks.

Application-based learning: Students apply their skills to develop a business plan or technology project with an industry partner.

Digital economy focus: Graduates gain a digital mindset, an understanding of big data analytics and a strong foundation in business ethics.

Featured Courses :

Introduction to Management:
Lays the foundation of core concepts and theories of management.

Marketing and Sales: Understand the role of marketing in business and how data informs insight.

Data Analytics for Management:
Develop hands on skills that apply to decision making in business.

Emerging Technology and Transformation: Connect technology to strategy, promoting innovation and disruption.

Project Management: Embrace the tools and techniques for planning and controlling projects with precision.

Strategy and Entrepreneurship:
Hone your entrepreneurial skillset for start-ups or new approaches within existing organizations.

Financing New Ventures:
Craft a compelling financial pitch and source funding for a new venture.

Finance for Managers:
Analyze finances, build budgets, and inform business decisions.

Finding Business Opportunities:
Identify new business ideas through experiential learning.

User Experience Design:
Focus on customer needs for product and service design.

Program Opportunities:

- Forge connections through industry partnerships and networking events.
- Develop an entrepreneurial mindset through hands-on learning.
- Lead with your Capstone Project, showcasing your skills to the world.

University of Niagara Falls Canada has been granted a consent by the Minister of Colleges and Universities to offer this program for a five-year term starting October 14, 2022. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions).



Contact

Email: enquiry@unfc.com

Phone: (+1) 289.273.0049

unfc.com/programs/master-of-management

Career Pathways:

Graduates of the MM program will have opportunities to grow their own businesses or help other organizations with their digital transformation processes, working in industries such as finance, marketing, technology, sport, and education.

With a strong demand for management professionals skilled in emerging technologies, graduates can expect exciting opportunities in a rapidly evolving job market.

676,900 projected new management positions in Canada by 2028

Become a **Digital Strategist**, driving growth in a digital economy.

Lead as a **Manager of Digital Innovation**, meeting the demand for tech-savvy professionals.

Drive change as a **Technology Innovation Manager**, revolutionizing industries.

Increase efficiency as a **Digital Transformation Specialist**.

Become an **Entrepreneur** and utilize your new skills to launch a successful business.

Admission Requirements

Completion of a recognized undergraduate degree equivalent to the four-year honours degree standard identified in the PEQAB Degree Level Standard and the Ontario Qualifications Framework, in an appropriate specialization, or relevant bridging studies, with CGPA of 3.0 (on 4.33 scale) or better.

Applicants who have been awarded a master's degree or higher-level credential from a recognized Canadian university (or equivalent) with a CGPA of 3.00 (on 4.33 scale) or better may be admitted to a graduate program. The principal areas of study or academic emphasis of the second degree must be distinct from that of the first degree.

For more detailed admissions information, please visit unfc.com/admissions/graduate

Tuition and Fees

For updated tuition and fees, please visit unfc.com/admissions/tuition-fees

How to Apply

To apply for the Master of Management program, please visit: unfc.com/admissions/graduate