



FINDING ENTREPRENEURIAL OPPORTUNITIES IN THE SOCIAL SCIENCES

Communities, Arts, and Culture

Team A6: Akshita Kumar, Laiba Imtiaz, Sanusi Akintunde

PROBLEM

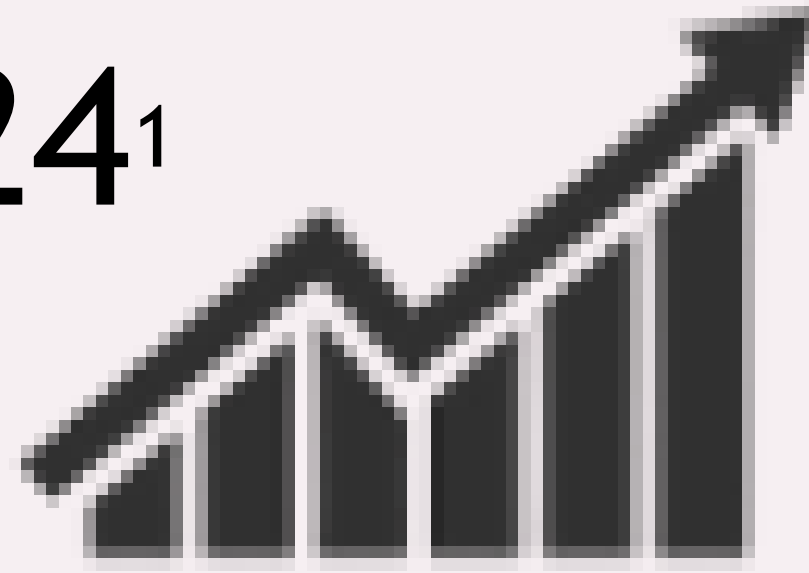
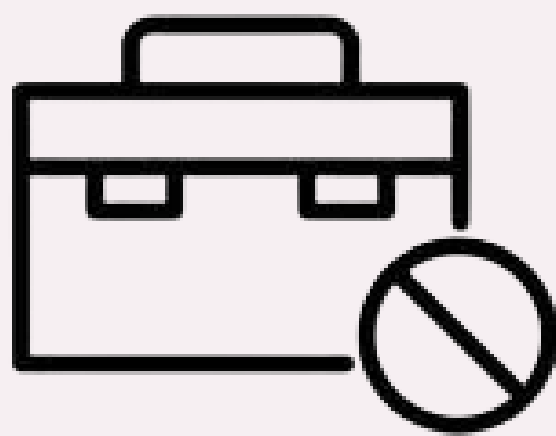
How might we broaden future employment opportunities for McMaster Social Science students through introducing them to entrepreneurship?

Currently, youth unemployment is the lowest it has been in 26 years².

Students and new graduates are struggling to find suitable, full-time positions within their fields that align with their skills. Entrepreneurship can provide an **alternative career opportunity**. By introducing Social Science students to entrepreneurship, they can:

- ✓ Pursue an **alternative career path**
- ✓ **Apply their knowledge** in innovative ways
- ✓ Gain essential skills in **problem-solving, leadership, and adaptability**
- ✓ **Create their own opportunities** instead of waiting for job openings

In Ontario, for youth aged 15 to 24, the **unemployment rate** increased to **17.0%** in November 2024¹



SOLUTION

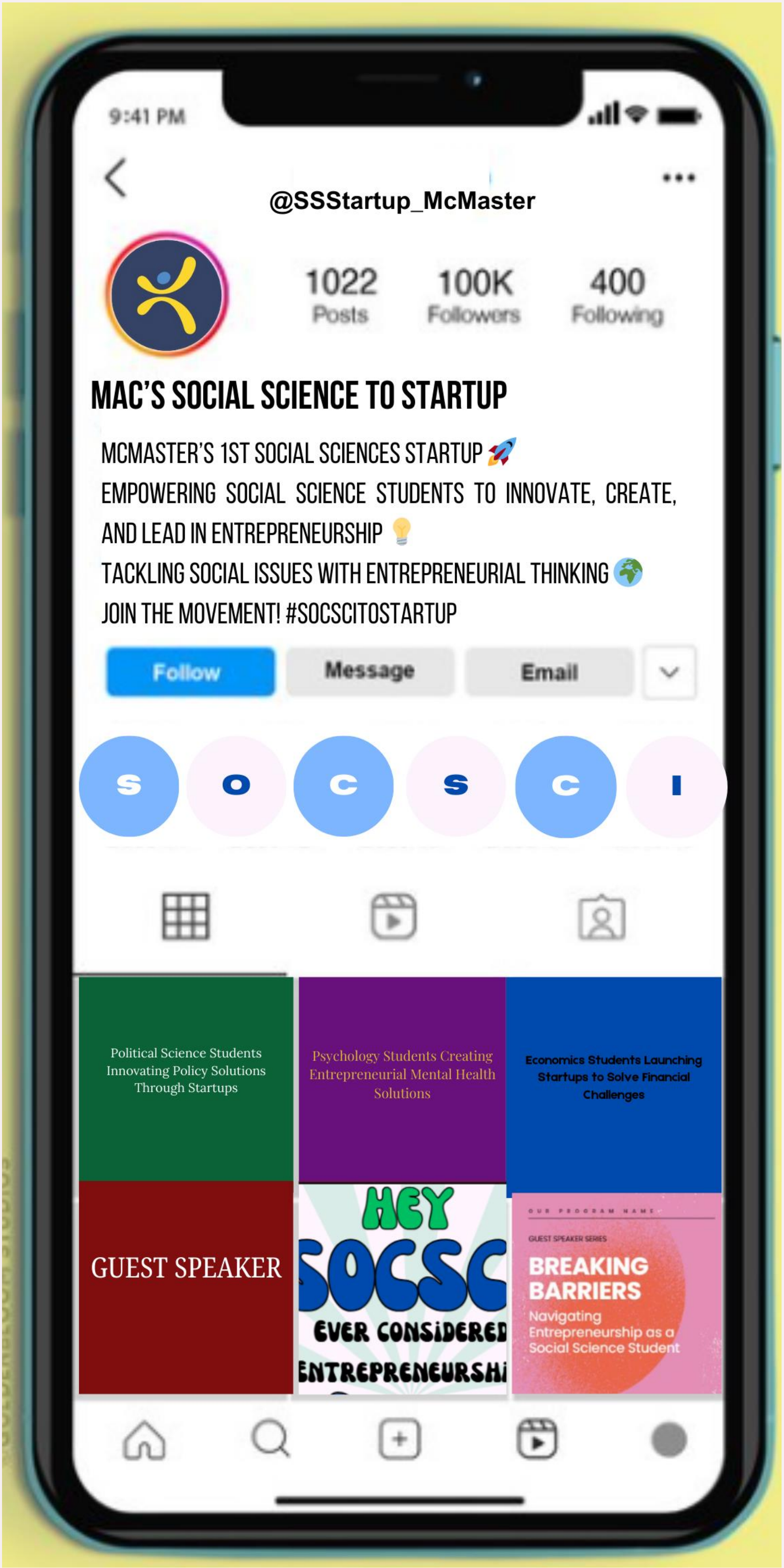
After surveying social sciences students and reviewing the clubs and courses at McMaster, we discovered that many students are unaware of the limited opportunities at McMaster to learn about and pursue entrepreneurship as a social science student.

Our solution is to create *The Social Science --> Startup!* Designed for the social sciences, students will get to...

- 1) Explore and learn about entrepreneurship
- 2) Discover how their unique skills can lead to entrepreneurial careers
- 3) Collaborate with peers to apply entrepreneurial thinking in innovative ways to address social issues, policy gaps, and community needs.

McMaster's FIRST Social Science to Startup Initiative will consist of:

- Workshops hosted by entrepreneurs from McMaster, neighboring universities, alumni, and local businesses
- Educational sessions on entrepreneurship
- Challenges for individuals and teams to create and execute solutions, with a focus on applying social science knowledge to business creation and entrepreneurship
- Year-end competitions to identify and fund a standout entrepreneurial idea from a social sciences student

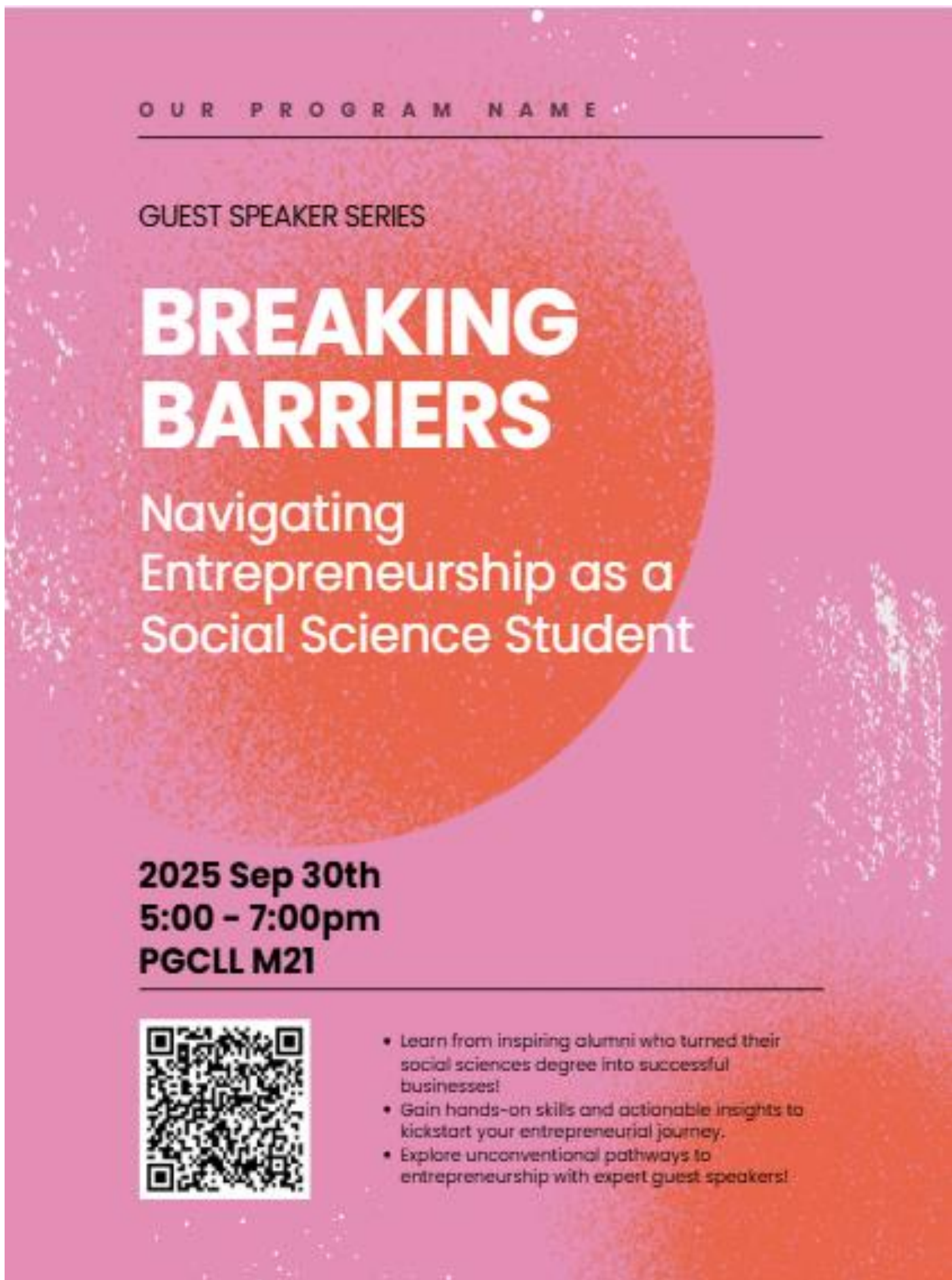


PROPOSED MAC'S SOCIAL SCIENCE
TO STARTUP PAGE

NEXT STEPS

- Leverage Alumni Power, LinkedIn Influence & Startup Synergy to bring in high profile speakers
- Explore possibilities of running the program/workshop in the summer
- Conversations and competitions with current entrepreneurship/business-focused clubs at McMaster University

**HEY
EVER CONSIDERED
ENTREPRENEURSHIP?**



- Expand the reach of entrepreneurship education across all faculties, with a particular emphasis on the Humanities, Arts, and Sciences faculties.
- Partner with organizations or investors to offer seed funding and mentorship programs for students who demonstrate exceptional entrepreneurial potential
- Create a financial award for social sciences students to pursue their entrepreneurial endeavor post-graduation.

REFERENCES

1. <https://www.ontario.ca/page/labour-market-report-november-2024>
2. <https://www150.statcan.gc.ca/n1/daily-quotidien/240705/dq240705a-eng.htm>
3. It's even harder for young people to find jobs, and the unemployment rate proves it | CBC News

ACKNOWLEDGEMENTS (OPTIONAL)

