



FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

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121-1965  
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Sept. 24, 1965

For Immediate Release

ALSO - See External Affairs release this date

WATERLOO LUTHERAN UNIVERSITY

LAUNCHES INTERNATIONAL PROGRAM

A new program in business management training for persons from 24 developing countries over a compact, nine-month period. gets under way next week at Waterloo Lutheran University.

The university's new business program, launched with the co-operation of the External Aid Office of the Canadian Department of External Affairs, will bring 40 students to the campus.

They will enroll in business courses, specially tailored to their needs, then return to their own countries early next summer. The training is specially suited. to those who cannot afford to be away from their positions for the usual four-year university period.

Graduates will receive a special certificate from the university in business administration.

And some of the graduates will assist with business programs being set up in their own countries in co-operation with Waterloo Lutheran University. One such program likely will be launched next year at Nairobi, the capital of Kenya.

Dr. Brant Bonner, director of international business programs for WLU, recently returned. from Africa where he consulted with government officials and helped. lay the groundwork for the African programs.

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The students are coming to the campus from Central and. South America, the Caribbean, 12 countries in Africa, and from southeast Asia and. South Korea.

The program mapped. out for them covers classroom instruction and. industry experience. A Christmas field trip will introduce the students to the operation of a stock exchange and. a large bank. They will also visit the United. Nations in New York.

Discussion in the classroom will be led. by university professors who have had. practical business experience and by representatives from industry and government, especially invited to participate.

"It will be our purpose to present the material in a way meaningful to the students and in keeping with their ability to assimilate material from this culture," Dr. Bonner said.

"We hope the program will open new vistas and. that success will be achieved. if a student can be directed. along a path of continuing growth."

Education of the students ranges from grade 6 to one with a master's degree. Many are in business or in government service. They need upgrading in business methods and. knowledge to meet the challenges of their fast-developing economies.

The government's External Aid. Office is paying the transportation and. the fees of each student, plus a book allowance and. \$1<sup>65</sup> a month to provide for room and. board at the university and. for personal expenses. All the students will live in residence.

It is anticipated. that the program will be continuing.