

082-1984
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August 7, 1984

Sudbury TV station added to

Special to Sudbury media

WLU Telecollege network

WLU Telecollege is expanding again.

Three northern Ontario TV stations, plus the northern outlets of the Kitchener television stations, will make Wilfrid Laurier University credit courses available in northern Ontario for the first time this fall.

The university began its televised courses in 1978 on a limited basis in the Kitchener-Waterloo area. Since then, courses have been made available throughout the southern part of the province over the facilities of TVOntario and the Rogers Cable TV network.

Beginning in September, two courses, one in the fall and the second in the winter, will be available over CICI-TV in Sudbury, at 7:00-7:30 a.m. on Tuesdays with repeats on Thursdays.

"It's a big expansion for Telecollege," said Clifford G. Bilyea, acting director of part-time studies and continuing education at Laurier.

"The new broadcast outlets will just about double the viewing area of Ontario where our courses can be received."

The courses offered are Introduction to Business Organization with the television component called There's More to Business; and Functional Areas of the Organization, with a 13 program series, Inside Business Today, as its

television component. The two programs feature over 60 interviews with business leaders, 10 cases, and nine discussions on current business topics.

Bilyea said the new WLU Telecollege courses, like all Telecollege offerings, are integrated packages, with the televised segment only one part of each course.

Included also is the text book, The Canadian Manager, resource binders, study guides, and audio cassettes. In addition, both courses include a teleconferencing component. Assignments are due on a weekly basis, with a final exam at the end of the course.

In the teleconferencing portion of the course, students will meet at Memorial Hospital in Sudbury on October 1 and December 3. They will be in touch with other students and the instructor through a telephone hook-up. Students will be able to ask questions of the instructor and take part in discussions, using desk microphones.

The first course, Introduction to Business Organization, covers theories of management, forms of ownership, corporate structure and growth, and such areas as planning, theory, motivation and communication.

The second course is an introduction to managerial aspects of specific areas of marketing, production, finance, personnel and industrial relations.

These two Telecollege courses will also be offered on CKNY-TV in North Bay, CFCL-TV in Timmins, and the northern outlets of CKCO-TV at Wiarton and Dwight.