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FOR EDUCATION SUPPLEMENT

Diploma program offers practical insights into business world

The diploma in business administration program offered by Wilfrid Laurier University consists of six credits which may be taken part-time. Three credits are required courses and the remaining three credits are electives. The program covers practical business topics including organizational behavior, marketing, accounting, business law and economics.

The program may be particularly helpful for part-time students who are also in the work force -- its sound theory can be applied to work situations. For example, two courses cover marketing and offer means for improving the marketing functions of any type of business. Another offers new insights into improving staff morale and increasing motivation.

Upon completion of the program, some credits may be applied toward an undergraduate degree.

So if you're looking for advancement in your career, a deeper understanding of business practices or a sound knowledge of the business world to assist you in starting your own business, contact the office of part-time studies at Wilfrid Laurier University by telephoning 884-1970 ext. 2447.