

# NEWS RELEASE

## Wilfrid Laurier University



**Contacts: Julia Ann Easley**  
**WLU Information Officer**  
**(519) 884-0710 ext. 3070**

**Dr. Gene Deszca**  
**Director, MBA program**  
**(519) 884-0710 ext. 2560**

**March 21, 1994**  
**15-1994**

### **Jim Rush to speak at launch of Canada's first one-year MBA**

*Waterloo, Ont. (March 21)* — Wilfrid Laurier University will celebrate the launching of Canada's first 12-month MBA program at a reception in the Paul Martin Centre on campus at 4 p.m. on Thursday, March 24.

Guest speaker will be Jim Rush, senior vice-president and executive director of the Bank of Montreal's Institute for Learning in Scarborough.

The university's MBA office has received hundreds of inquiries about the 12-month program since it was first announced in February. Applications are being accepted for this September.

Features of program, which will supersede the existing full-time program, include:

- an integrated curriculum designed by the team professors who will teach it;
- an emphasis on skills needed to manage teams and effect change;
- projects to help businesses deal with important strategic issues;
- service with not-for-profit organizations;
- workshops with identified leaders in applied business practices;
- and opportunities for international experience.

Gene Deszca, director of the program, says the more intensive, integrated program will better meet the needs of employers and students. "'Business as usual' is no longer a viable option for universities offering MBA programs," he says.

The new program will admit students based on good undergraduate or graduate grades, strong GMAT scores, and full-time work experience.

Laurier has offered a part-time MBA program since 1976 and a full-time MBA program since 1986. *Canadian Business* has ranked Laurier's MBA program fifth among 27 Canadian programs.

- 30 -

***Note: The reception on March 24 is by invitation only but the media is welcome to attend.***