

NEWS RELEASE

Wilfrid Laurier
University



Case study on Research In Motion challenges business students *Business students study the award winning BlackBerry™ Wireless Solution during ICE*

For Immediate Release

**March 20, 2003
22-03**

Contact: Dr. Cheryl Harvey
Director, Undergraduate Business Programs
(519) 884-0710 ext. 2557

or Sofy Carayannopoulos
Policy Instructor
(519) 725-8817 or scarayan@wlu.ca

WATERLOO – Business students at Wilfrid Laurier University are studying Research In Motion's (RIM) business using a new Laurier case study on the company. RIM is the subject of an intensive case exercise at the university as 248 third-year bachelor of business administration (BBA) students today begin a week-long integrated case exercise (ICE).

All third-year BBA core courses are cancelled for the coming week as students focus all they've learned in the last three years on analysing the RIM case study and preparing their recommendation. At 11:30 a.m. today, 50 teams of four or five students first learned that RIM was the subject of the case when a representative from each team picked up the ICE information.

The teams have just over 24 hours to review the case and prepare for a question-and-answer session with Jim Balsillie, chairman and co-CEO at RIM, on Friday afternoon. Written reports on the case are due at 4 p.m. the following Tuesday. On Friday, March 27, each team has 30 minutes to present its analysis and recommendations to one of 10 internal review boards. The winning teams will also present to one or two external boards, which will include RIM managers, on the morning of March 27. The two winning teams are announced that afternoon.

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“ICE is a learning experience unique to Laurier in that it asks our students to develop solutions to the very real business challenges of an actual corporation,” explains Cheryl Harvey, director of undergraduate business programs. “Our students take the role of business consultants, in the current case for the incredibly dynamic and interesting maker of the Blackberry Wireless Handheld, and must pull together three years of learning to develop their best possible solution to the case.”

“RIM encourages Canadian educators and students in their pursuit of academic excellence,” said Jim Balsillie. “We are pleased to help Laurier students study the technology industry and hope the experience sparks an on-going interest in the sector.”

With more than 3,000 students enrolled in its programs and approximately 90 full-time faculty, Laurier's SBE, located in Waterloo, Ontario, is one of Canada's largest and most innovative business schools. The ICE is a unique, required component of the BBA program. ICE is entering its 25th year.