

NEWS RELEASE

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Laurier earns second place in national business ethics competition

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WATERLOO – Four students from the Wilfrid Laurier University school of business and economics have earned second place in a new, national ethics competition for business students.

Stacey Fitzsimmons, Ian Merritt, Paul Vice and Mirjana Varjadic finished second among competitors from 14 schools in the Dalhousie Business Ethics Case Competition. The competition gave the teams from across the country four weeks to prepare a 20-minute presentation for a panel of business executives and ethics professors, also drawn from across Canada.

“Organizers believe that the results reflect on how well participating universities teach and promote ethical business practice,” says Paul Doherty, faculty advisor to the team. “Laurier’s faculty members have a long-standing commitment of teaching excellence and work hard to ensure that students display good ethical business practice.”

The case for this inaugural competition, hosted by the school of business at Dalhousie University, involves KFC’s reaction to criticism from an advocacy group identified as People for the Ethical Treatment of Animals (PETA). The Laurier team argued a two-part solution, initially working with PETA to develop reasonable solutions to its demands. It then proposed establishing an ethics board and code of conduct as a pre-emptive measure to manage future allegations.

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“It was fascinating to work with teammates Mirjana, Paul and Ian,” explains Fitzsimmons. “Dr. Mark Baetz and Mr. David Rose (two faculty advisors) provided excellent support and feedback in preparation for this educational event. Their involvement, and especially the support and encouragement received from Dr. Doherty, was key to our success.”

Case studies are widely used as a method to teach students about realistic situations they might face in the business world. Interest shown in the Dalhousie competition has convinced organizers that the number of participants will double next year. They may open it up to international competitors.

With more than 3,000 students enrolled in its programs and 100 full-time faculty, Laurier’s SBE, with campuses located in Waterloo and Toronto, Ontario, is one of Canada’s largest and most innovative business schools. Visit <www.wlu.ca/sbe> for further information.