

# NEWS RELEASE

## Wilfrid Laurier University



### **Laurier School of Business & Economics offers Canada's first MBA for Entrepreneurs**

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WATERLOO — The Laurier School of Business & Economics (SBE) is expanding its internationally renowned MBA program to help entrepreneurs supercharge their new business ideas.

The university's new Innovation & Entrepreneurship (I&E) MBA, which commences in January 2008, is the first of its kind in Canada. It will help students who have an entrepreneurial spirit and an eye for opportunity reach their goal of either founding their own company or working and thriving within an existing entrepreneurial organization.

"We have an important role to play in establishing Canada's next generation of business leaders. Given our long history of entrepreneurial achievement, we are continually working to improve our programming to reflect the realities of the workplace," said Ginny Dybenko, Laurier dean of business and economics. "Laurier's new MBA I&E option gives students the opportunity to jump in, trust their instincts, challenge themselves and ultimately realize the dream of becoming their own boss. They will learn from hands-on experience and will study with some of Canada's brightest and most respected business professionals while simultaneously preparing their own businesses for success. At the same time, our program will also help students who want to lead and succeed in existing entrepreneurial and high-growth firms."

Several critical new courses have been developed that are unique to the MBA I&E program, including Design & Innovation, the Management of Creativity, and Leadership of Innovative Organizations. These courses are designed to help new business owners recognize the value of design, innovation and creativity as key sources of competitive advantage, business growth, and shareholder value.

Students enrolled in Laurier's MBA I&E program will also benefit from the support of Laurier's Schlegel Centre for Entrepreneurship. Another Laurier first, the Centre exists to serve the shared interests of SBE, its faculty and students, entrepreneurs and the private sector. Among its activities, the Centre supports SBE's academic programs, provides opportunities for Laurier students to gain

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real-world experience in the entrepreneurial community and facilitates the incubation of student business ideas.

“The Schlegel Centre supports classroom learning by providing links to the real business world as well as mentorship, financial support and networking opportunities,” said executive director Steve Farlow. “Entrepreneurs play a vital role in Canada’s economy and in the highly competitive global marketplace. We are excited to be partnering with a group of MBA students who have a particular passion for creating these new business opportunities.”

Laurier’s new Innovation & Entrepreneurship MBA option is available as a one-year, full-time course at the Waterloo campus. Additional information is available at

<http://www.wlu.ca/innovationmba>