

NEWS RELEASE

Wilfrid Laurier University



Global-outsourcing challenges spawn new Laurier master's program

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WATERLOO — In response to the increased global demand for outsourcing, Laurier's School of Business and Economics will introduce the first Canadian Master of Science program that focuses exclusively on Supply Chain Management (SCM) in September 2008.

Recognized as a pioneer in the Canadian SCM field, Laurier's business school was a natural fit for the new program because it has the largest group of SCM experts in Canada. The program will also benefit from the school's association with the Centre for Supply Chain Management, which was awarded the Oracle / SCL Innovation Award by Supply Chain & Logistics Canada in recognition of outstanding vision, leadership and innovation in 2005.

SCM involves the study of product or information flow from the point of origin to the point of customer. Typically relevant to the consumer package goods and energy industries, SCM can also involve the study of large-scale transportation management systems.

"Employers in the SCM field, including retailers and manufacturers, have an increasing demand for trained individuals with deep knowledge of supply chains," said Dr. Kevin Hendricks, a professor of Operations Management at Laurier.

Graduates of the new master's program will use rigorous analytical and decision-making skills and techniques to help organizations design and coordinate the flow of goods and information through supply chains. The Laurier program will provide the needed expertise and enhance the career prospects of its graduates.

"We are proud to introduce this degree to our growing roster of graduate programs at Laurier, as it is an important step forward for the SCM field in Canada," said Ginny Dybenko, said Laurier's dean of business and economics.