

**For Immediate Release
January 21, 2009 | 05-09**

Contact:

Angela Forster, Director, Marketing and Communications
Laurier School of Business & Economics
519-884-1970 ext. 3145 or aforster@wlu.ca

Kevin Crowley, Associate Director
News and Editorial Services
519-884-1970 ext. 3070 or kcrowley@wlu.ca

Laurier business school first in Canada to integrate BlackBerry into all its programs

WATERLOO – Laurier will be the first in Canada to offer its MBA students the use of BlackBerry® as part of their class curriculum. This pilot project is part of a larger initiative, enabled by Rogers Wireless, which will result in widespread use of BlackBerry smartphones throughout the Laurier School of Business & Economics.

Launching in August 2009, the pilot project will include more than 100 incoming students enrolled in the full-time MBA program on the Waterloo campus. Designed to encourage integrated learning, this program will use social networking tools to augment traditional curriculum delivery. This initiative will provide students with an extension of normal class materials through the use of multimedia and network-based reference sources and will make it all available on the smartphone.

“Our goal is to supply the technology sector with a new generation of leaders who will be better prepared to bring innovation to their organizations,” said Ginny Dybenko, Laurier’s dean of business and economics. “This first step will develop our students’ proficiency with a real-world communications tool.”

Initially, the school will make 30 percent of its course material available via BlackBerry. The program will be implemented in three phases: course delivery, administration of the program, and knowledge management.

“Students are increasingly attuned to mobile technology,” said MBA director Hugh Munro. “By delivering content through BlackBerry, we improve our students’ productivity and organization, and help them to build an enhanced sense of community.”

Laurier MBA students will use their BlackBerry smartphones to work collaboratively and gain instant access to information in and out of the classroom. Students will watch their professor give a lecture and access course materials all through their device. They will be able to manage quizzes and take self-tests for study purposes, and instructors will be able to provide class-relevant video clips to students.

Future plans for the initiative include applications in program administration that will enable students to register, choose courses and ask questions of staff. The Laurier School of Business & Economics also expects that its students will develop a host of unique applications that could be made available to universities around the world.

“There are all kinds of applications that students can design for BlackBerry,” said Josh Siegel, president of the Laurier MBA Student Association. “Because of the technical strength of our students, Laurier’s School of Business & Economics is a great incubator for this type of project.”

- more -

About the Laurier MBA Program

Founded by the largest English-speaking business school in Canada, the Laurier MBA program has a long-standing reputation for excellence. Laurier MBA graduates are sought-after in the marketplace for their in-depth quantitative and qualitative training and versatility, as demonstrated by their outstanding performance in both case competitions and in accounting exams. Laurier graduates currently have the distinction of holding the highest qualifying average in the Chartered Accountancy Qualification (CA) and Certified Management Accountant (CMA) exams, the prestigious CA Gold Medal awarded for the highest overall mark across Canada, and the highest mark ever received on the CMA exam.

– 30 –

The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited. RIM assumes no obligations or liability and makes no representation, warranty, endorsement or guarantee in relation to any aspect of any third party products or services.