

For Immediate Release
Jan. 15, 2010 | 04-09

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Laurier students place first in category at national business competition

WATERLOO – Fourth-year Laurier business students Jared Grossman and Catherine Guba placed first in the human resources category at the recent Inter-Collegiate Business Competition (ICBC) in Kingston, Ontario.

“Laurier continues to attract the best and the brightest students from across the country to our program,” said Ginny Dybenko, dean of the Laurier School of Business & Economics. “I’m very proud of our students and their accomplishments.”

In addition to Grossman and Guba, five other student teams from Laurier competed in the final round of the competition. The Laurier students included: Jordan Schmidt, fourth-year BBA, and Peter Li, third-year BBA, in the debate category; Jason Senensky, fourth-year BBA and Math, and Clark Chami, fourth-year BBA, in the finance category; Sheldon Koufman, fourth-year BBA, and Danielle DeCourcy, fourth-year BBA, in the marketing category; Cassandra Taylor, fifth-year BBA and Math, and Kyle Hay, fifth-year BBA and Computer Science, in the management information systems category; and Joanna Nakitsas, fifth-year BBA and Math, Hannah Cruikshank, fifth-year BBA and Math, and Kunal Sarkar, fifth-year BBA and Math, in the policy category.

“Although this was our first experience with the ICBC, we were confident in our ability to succeed,” said Grossman. “The support from Laurier faculty and our previous experience solving real-life business problems gave us the edge we needed.”

Founded in 1978, ICBC is an annual undergraduate business case competition, held in Kingston. The competition is comprised of eight events which are focused on different aspects of the business discipline, including: accounting, business policy, ethics, debating, finance, human resources, marketing, and management of information systems. The competition has two rounds. The first component of the competition involves a case study which is sent to the participating teams. After an extensive evaluation process, the top six finalists in each category are invited to compete in the competition’s final round.