

For Immediate Release
Jan. 25, 2010 | 05-10

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Laurier business team named 'School of the Year' at prestigious JDC competition

WATERLOO – Forty students representing the Laurier School of Business & Economics captured the “School of the Year” title at the inaugural Jeux du Commerce (JDC) Central competition, held at Toronto’s Ryerson University Jan. 22-25.

JDC Central is a multi-faceted competition comprised of six academic case analyses, parliamentary debate competitions, and social and sports challenges. Teams are assessed on academic excellence, athletics, school spirit, teamwork and competitive congeniality. The team that performs best overall takes home the prestigious title of “School of the Year.”

To win the competition, the Laurier team placed in nine of the 11 categories, including first in the debate, marketing, business strategy and participation categories; second in the entrepreneurship, management information systems, and sport categories; and third in the finance category.

“I am unbelievably proud of our students,” said Ginny Dybenko, Laurier’s dean of business and economics. “This is a special event that truly embodies the spirit of Laurier students and the kind of leaders they will become.”

The theme for the JDC Central 2010 competition was “Learning from the past; Changing for today; and Growing for tomorrow,” which reflects how organizations must continually learn and adapt their practices to the current market.

“The calibre of competition was absolutely incredible,” said Evan Thor, president of Laurier’s School of Business & Economics Students’ Society (SBESS). “Each school was well-prepared and Laurier performed exceptionally well. The team’s hard work and dedication over the past four months really showed this weekend and the results are a testament to the quality of the students at Laurier.”

Founded in Quebec in 1989, the JDC competition has traditionally involved thousands of business students from eastern and western Canada. This was the first year for the new JDC Central event, which drew more than 300 students from across southern Ontario including teams from Ryerson University, Rotman School of Management, Schulich School of Business, Sprott School of Business—Carleton University, Nottingham Business School—Trent University (half team), Brock University (half team), Dalhousie University (half team) and REFAEC.

At the 2009 JDC West competition, a Laurier student team travelled to Edmonton where they earned the title of “Ontario School of the Year.” Wilfrid Laurier University’s School of Business & Economics will host next year’s JDC Central event, which will take place Jan. 28-30, 2011.