



Micheál Kelly, Dean, School of Business & Economics
Wilfrid Laurier University
519.884.0710 ext. 2671 or mikelly@wlu.ca

Kevin Crowley, Director, Communications & Public Affairs
Wilfrid Laurier University
519-884-0710 ext. 3070 or kcrowley@wlu.ca

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Laurier's new International MBA program immerses students in the business cultures of three countries

WATERLOO – The School of Business & Economics at Wilfrid Laurier University is launching a new one-year full-time International MBA program that will give students a truly global educational experience, spanning three countries and a diverse range of business environments.

The program is being offered in association with CORE International Institute of Higher Education FZE, Ras Al Khaimah, United Arab Emirates, a subsidiary of CORE Education & Technologies Ltd. in India.

Laurier's International MBA program, which will commence in May 2013, is spread over three terms, with each term delivered in a different location. The first term will take place at Laurier's Waterloo campus, the second in Ras Al Khaimah, UAE, and the third in Mumbai, India. Applied projects and learning experiences will be structured to provide an insight into how business works in each of the three countries.

"The new International MBA is designed to serve the needs of those wanting to work with firms that operate internationally, or start and grow new international businesses," said Micheál Kelly, dean of Laurier's School of Business & Economics. "It will also be a resource for multinationals looking to develop management teams for local markets within their global businesses."

The three locations were selected to give students an experience in contrasting business contexts, from India's rapidly developing market, to the UAE's international service-based market, to the developed market of Canada. Approximately 40 per cent of learning will consist of immersion in the real-world business environment at each location, including a business-consulting project requiring participants to work in teams in the local operations of global organizations. Personal leadership coaching and mentoring on the leadership skills required for an international business career will also be provided.

With global headquarters in Atlanta, United States, and operations in India, Europe, North America, the Middle East and Africa, CORE provides best-of-breed end-to-end solutions across all verticals of education. According to Sanjeev Mansotra, chairman and global CEO of CORE Education & Technologies Ltd., Laurier's International MBA program, in collaboration with CORE, will give business students a truly holistic working experience in international settings. The program will also empower students to learn in an environment of cultural diversity and cross-cultural integration with a global leadership mindset, he said.

"It takes different thinking and skills to succeed in each of these environments, and an ability to work across cultures to do well in all three," said Hugh Munro, Laurier's MBA director. "In essence, this is management education in a global laboratory."

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Coursework will consist of 22 credits, and students will receive Laurier's degree upon graduation. In the first year, up to 30 participants from the three locations will be able to participate, making for an international mix of students from different cultural backgrounds.

Laurier will have the primary responsibility for all of the academic elements of the program, and will administer the components delivered in Canada. CORE Education & Technologies Ltd. will provide facilities, as well as administrative and marketing support, for the delivery of the program in the UAE and India.

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