



WILFRID LAURIER UNIVERSITY WATERLOO | Brantford | Kitchener | Toronto



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## Laurier MBA to offer specialization in golf and resort management

WATERLOO – Wilfrid Laurier University’s School of Business & Economics, with the support of the Golf Management Institute of Canada (GMIC), is introducing a new field within its MBA program: Management in the Golf and Resort Industry, beginning in fall 2013.

“We are excited to be working with the golf and resort industry to be the first to offer this kind of specialization in an MBA program,” said Hugh Munro, director of Laurier’s MBA program. “Our goal is to develop managerial talent to enhance the performance of those firms operating in this challenging global industry, and to provide exciting career opportunities for our graduates.”

Laurier’s MBA candidates are required to complete 10 electives as part of their degree. Within those 10 electives they can complete one of 12 fields offered by the university. The Management in the Golf and Resort Industry field requires five electives relevant to the industry. The GMIC is supporting the field with access to industry-specific content, applied learning experiences, guest speakers and career opportunities. Students will be ideally positioned to complete the requirements for a GMIC diploma that is well recognized in the industry.

“I’m excited about the new MBA field in Management in the Golf and Resort Industry,” said Laurier alumnus Grant Fraser (BBA ’87), founder and president of the GMIC. “The GMIC is thrilled to be working with Laurier on the development of this unique program. This will be the only university program in Canada designed to train the next generation of golf business leaders here at home and around the world.”

For more information about Laurier’s MBA program, visit [www.lauriermba.ca](http://www.lauriermba.ca). For more information about GMIC, visit [www.golf-management.org](http://www.golf-management.org).

### **About the Golf Management Institute of Canada**

The GMIC was established in 1999 and is recognized by all of Canada’s national golf associations. The GMIC’s mission is to provide excellence in golf management education by offering specialized programs to the golf industry and its labour force across Canada and around the world. To date, the GMIC has attracted students from 20 different countries to its program. In 2004, the GMIC was awarded the “Canadian Award for E-Training Excellence” by the Canadian Society for Training and Development.

### **About Laurier’s School of Business & Economics**

The Laurier School of Business & Economics (SBE) is one of Canada’s leading business schools. With more than 5,500 students enrolled in a number of undergraduate and graduate programs, it is also one of the largest. Laurier develops leaders with skills in management and economics for a rapidly changing and complex global environment. It seeks to advance knowledge and practices in these fields by supporting both theoretical and applied research. SBE also strives to serve business and its community by fostering mutually beneficial alliances with local, national and international leaders.

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## CONTACTS

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