



Patricia Genoe McLaren
Director, Business Technology Management
Lazaridis School of Business & Economics
519-756-8228 x5936 or pmclaren@wlu.ca

Beth Gurney, Associate Director
Communications & Public Affairs, Brantford Campus
519-756-8228 ext. 5753 or bgurney@wlu.ca

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Laurier's Business Technology Management program earns accreditation

BRANTFORD – At a ceremony on Thursday, **Oct. 5**, Wilfrid Laurier University announced the accreditation of its [Bachelor of Business Technology Management \(BTM\) program](#) in the [Lazaridis School of Business and Economics](#) by the BTM Accreditation Council (BTMAC) of the [BTM Forum](#).

The accreditation is retroactive to July 2015, which is the year the program graduated its first cohort of students. With this accreditation, Lazaridis School BTM graduates qualify for the **BTM Associate Certification**.

"This accreditation is a testament to the quality of our Bachelor of Business Technology Management program," said [Micheál Kelly](#), dean of the Lazaridis School. "We are deeply proud of our BTM faculty who have worked hard to apply tough standards to this program, and of our students for doing exceptionally well in the field as a result."

Accreditation by BTMAC ensures that the program meets national competency standards and outcomes. The accreditation process emphasizes high education standards, focusing on curriculum, students, academic and support staff, and facilities. Students who graduate from an accredited BTM program receive an outstanding education informed by state-of-the-art knowledge and research, as well as the needs and applications of industry.

"This is a benchmark of excellence for our program and for employers of our graduates," said Director of BTM [Patricia McLaren](#). "It is also a signal to our current and prospective students that we are committed to running an exceptional program that delivers results and meets all the best practices in educating students to be leaders in business technology management."

Laurier's BTM program was formally approved in November 2010 and welcomed its first cohort of students in September 2011. Since 2011 the program has developed 20 new courses, graduated 43 students, and sent students on more than 160 co-op placements. This fall, the program grew by 75 per cent, welcoming 75 first-year students.

The accreditation team concluded that it believes "Wilfrid Laurier University's BTM program has the potential to be an innovative jewel among Laurier's business offerings and a significant asset to the Brantford community."

More information on the BTM program can be found on the [university's website](#).

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