



FROM **WATERLOO LUTHERAN UNIVERSITY**

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FOR IMMEDIATE RELEASE

Something New At WLU

A Stock Ticker For Business Students

Something new has been added to the School of Business and Economics at Waterloo Lutheran University--Canada's only on-campus stock market ticker.

"In a rapidly-changing society, we at WLU try to be innovative in our instructional techniques", says Dr. John Jenkins, dean of the School. "We also like our students to learn about business and economics in an environment which is as realistic as possible. The ticker-tape reflects this educational philosophy."

The School of Business and Economics at WLU is the only business school in Canada with a Toronto Stock Exchange quotation system of any kind. Students at the School can watch the trading of Toronto Stock Exchange securities in their 5th floor lounge in the central teaching building just as easily as if they were on the actual floor of the exchange on Bay Street or in the offices of any brokerage office in Canada.

The installation of the ticker, which is on a brief delay basis, is part of the school's facilities for the business students and will be used especially in conjunction with the stock market game instituted four years ago by Prof. Ralph Blackmore. Prof. Blackmore is former financial editor of the Globe and Mail in Toronto.

In the game students invest a hypothetical \$100,000 in portfolio stocks and endeavor to increase the stocks' value during a specified period of the school year.

"The game has caught on tremendously," Prof. Blackmore says, "and the students are keen to out-perform other students and the stock market averages."

Something else has been added this year. Under the direction of Dr. Hart Bezner, chairman of the Physics department, the game has been completely computerized. As a consequence the more than 1,000 students who will take the introductory course-which includes many students registered at the nearby University of Waterloo-will have their investment decisions recorded, checked for accuracy and returned to them in a matter of minutes.

During the last few years students from the two universities have cross-registered between the two institutions--the U of W is a leading science university in Canada while WLU has long been noted for its School of Business and Economics.

In the Fall of 1971 the Department of Mathematics at the University of Waterloo and the School of Business and Economics at WLU began a formal inter-university program by which math students interested in business take a stream of business subjects at Waterloo Lutheran. The co-operation between the institutions covers other academic areas and is in line with the government policy of encouraging co-operation among universities.

3

Co-ordinator of the introductory business courses at WLU is Prof. Robert Quinn who worked out details of the co-operation with UW Prof. Arthur Beaumont, associate dean of mathematics.

Murray Dyck, an honors business graduate at WLU, was chiefly responsible for administering the tremendous amount of detail created by the co-operative program.