

MBA

Master of Business
Administration at Wilfrid
Laurier University

What's inside sets us apart.

WELCOME TO YOUR MBA

There is a reason a Master of Business Administration (MBA) is regarded as one of the most sought-after and versatile graduate degrees.

Earning your MBA can accelerate or pivot your career and instill the skills and confidence to help you achieve your goals. It opens the doors to endless possibilities. No other graduate degree develops the same range of professional management competence.

We realize that intellectual agility and personal flexibility are the most critical attributes for our rapidly changing world, and that these qualities will not be developed in a one-size-fits-all professional program. The Lazaridis MBA is designed to train strategic leaders. We help you understand the big picture and get things done on the ground.

“We’re creating leaders that can think critically and understand where markets are going and preparing them to be able to pivot and transform.”



Dr. Karin Schnarr
MBA PROGRAM DIRECTOR





“ I discovered hidden interests that gave new meaning to my career. ”

Priyanka Lloyd MBA '11



WHAT'S INSIDE SETS US APART

The Lazaridis MBA focuses on your experience to empower you to pursue your goals and change your world. We care about who you are when you start the degree, who you are when you leave, and the community you'll join.



“

It's about the students – what's inside them that they want to bring out or drive and define their success or career ambitions. It's not up to us to decide what they should accomplish with their program. Not about the buildings or curriculum but what happens inside the buildings, inside the program, inside the classroom – presenting a different attitude, more collegial, supportive, community oriented program. It's about the culture and program here.

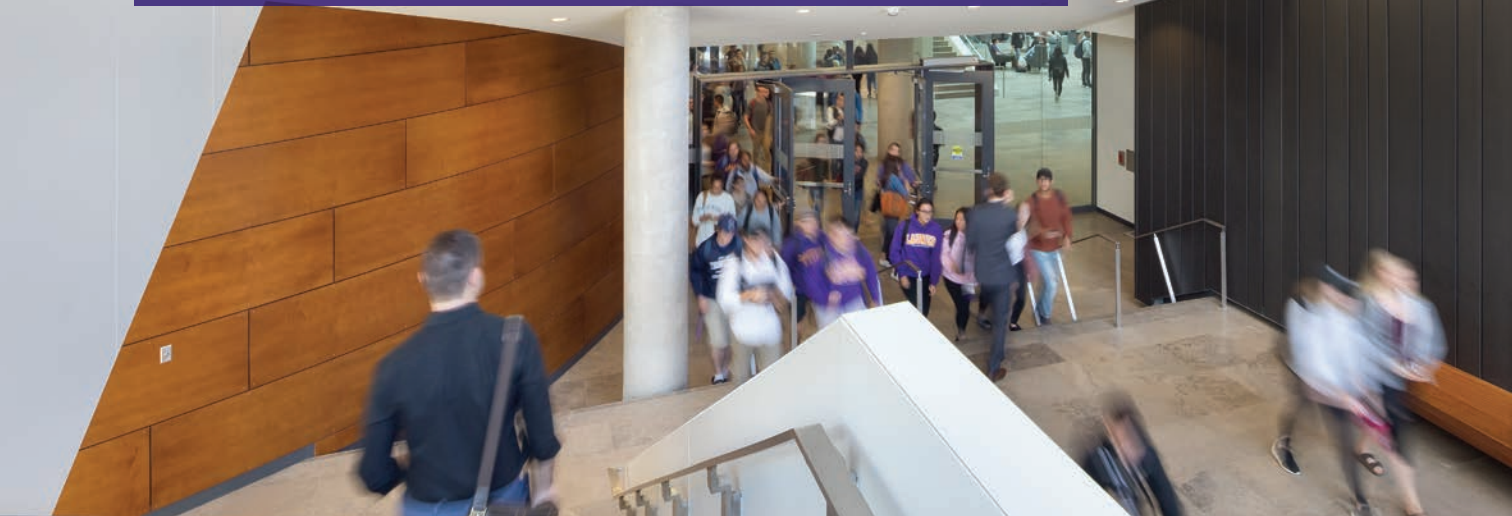
”

Dr. Brad Davis

ASSOCIATE DIRECTOR,
LAZARIDIS
MBA PROGRAMS

INSIDE & OUTSIDE THE CLASSROOM

We provide you with real-time education based on the practical experience and applicable academic research of our professors. The knowledge you'll absorb inside the classroom is directly applied through field projects, professional development, international study opportunities and hands-on learning. Our foundational, integrated core ensures you'll know every aspect of a business in order to run it.



“ What I found through my experience here was not a focus on output but a focus on outcome, and making sure that when people leave this graduate program here, they have a better sense of what's required to be more compassionate, more intelligent, and more capable business leaders out in the world. ”

Kanwar Anand MBA '18



INTEGRATED CORE

We teach core foundational courses in a seamless, integrated model that reflects how businesses operate in the real world. But, the integrated core isn't all set inside a classroom. You'll hone your management knowledge and skills through our live consulting exercise and computer-based management simulations.

“ I really see that there are so many bridges from my past to potential futures. All of it comes back down to the core of the MBA – unlocking the opportunity to explore different areas.

The mindset and experience of the people in the program is so diverse and that brings a lot of fresh perspective to every single project, which helps to expand our opinion. As a team we really build each other up.

Chris Hauser MBA '21



“ The integrated core really made an impact in my professional life. I needed to boost some skills and the core helped me not only grow those skills like finance, organizational behaviour, marketing, strategy – but in my actual work I could apply all those concepts and learning experiences that I was exposed to in the program.

Damaris Puga MBA '20





INTEGRATED CONSULTING EXERCISE

You'll pitch your best ideas to a team of real executives who are looking for help to solve a real-time, real-life problem within their organization. This high-energy, intense exercise is a tradition in the Lazaridis School and something you'll talk about for the rest of your life.

NON-PROFIT PRACTICUM

Giving back to our community is something we're passionate about at Laurier. As an MBA student, you'll contribute at least 40 hours of volunteer service to an organization of your choice.

APPLIED BUSINESS RESEARCH CONSULTING PROJECT

Consult on a strategic management issue with a real company carefully selected by the Lazaridis MBA team. Draw upon the knowledge you've gained throughout your Lazaridis MBA, gain hands-on experience, work alongside a team of peers, and work with industry practitioners to help resolve the issues they are currently facing.

INTERNATIONAL STUDY OPPORTUNITIES

Immerse yourself in a different culture and business environment with one of our international study opportunities. For the international study course you'll spend two weeks in different countries engaging with business and government officials, gaining first-hand insights into foreign business environments. Or, spend spring term in another country as part of our international summer school.

“ As an international student, the Live ICE [Integrated Consulting Exercise] experience provided me an opportunity to solve a real-time problem and helped me gain more insights into this specific Canadian market and business. I feel more confident in my future career after graduation. ”

Joyce Wang MBA '21



GRADUATE CAREER- READY

The Laurier Career Centre offers career and professional development opportunities to assist you in strategically planning the next stages of your career.

- **Individualized career consulting and coaching** to help with your job search or career advancement goals.
- **Comprehensive sessions** designed to assist you in articulating your transferable skills, interview preparation, network building, resumé writing, negotiation skills and enhancing your personal brand.
- **Employer recruitment events, industry and Alumni guest speakers** give you access to a vast professional network.
- **Alumni employment services** are available to all Lazaridis MBA graduates for a lifetime!

ABOUT CO-OP AT LAURIER

Laurier supports the largest business degree co-op program in Canada with more than 3,000 undergraduate and graduate students enrolled in co-operative education. The Lazaridis MBA with co-op consistently achieves 100% employment for its students.

“ One of the big reasons I chose the Lazaridis MBA was the co-op opportunity. I really wanted the practical experience and the opportunity to earn some money while I was doing the degree. ”

Rachel Ostrander MBA '17

CARING PROFESSORS

Your professors are dedicated Lazaridis School faculty members with academic and industry experience who are committed to your learning and leadership development.



“One of the best things about my job is getting to watch my students grow and gain that confidence and trust in themselves and watch them blossom and become amazing representations of what was already inside them.”

Dr. Karin Schnarr
MBA PROGRAM DIRECTOR



“ The theory and lessons are incredibly important, but the Lazaridis MBA is so much more than that. ”

Lauren Miele MBA '18



LEARN IN A SUPPORTIVE COMMUNITY

While completing your MBA you can expect to be among talented business professionals with diverse industry, academic and cultural experiences, creating a rich classroom experience. Our alumni tell us that the outstanding classroom environment and diversity is what helped them to establish excellent business relationships.

“ The entire MBA felt like a networking experience – you were always working with people with diverse backgrounds, diverse experiences. Laurier has fantastic professors who have worked in the industry as well as in academia so you really get that balance of professional experience as well as deeply-rooted knowledge in the academic field. ”

Rebecca Vermette MBA '19



WELCOME TO WATERLOO

Waterloo, Ontario is a vibrant and student-friendly city where you can study, live and play without compromise. Located in Canada's innovation hub, and part of the Toronto-Waterloo tech corridor, it's home to some of the world's largest tech headquarters and research institutions. Our community has a reputation for innovation, with entrepreneurs inventing the future.

Our MBA classes are held in Lazaridis Hall, home to the Lazaridis School of Business & Economics on Laurier's Waterloo campus. We are proud to call this 200,000 square foot, LEED Gold certified, award-winning building our home.

“ We’re all here to work together to get it done, make a difference, lead and follow, and to learn from each other, so I’ve gravitated to that Laurier “we” culture and it keeps me coming back to the Lazaridis School. ”

Shawn Warren MBA '20



FULL-TIME MBA

FULL-TIME MBA WITH CO-OP

One Year
3 academic terms

20 Months
3 academic terms and one paid work term of 4 to 8 months

TERM 1

Integrated Core

- Integrative Thinking: A Playbook for Managerial Action
- Strategic Management
- Operations Management
- Marketing
- Financial Management
- Accounting
- Organizational Behaviour
- Business Analytics

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TERM 2

- Economics
- Integrative Thinking: A Playbook for Managerial Action (continued)
- Applied Business Research Project
- Not-for-Profit Practicum
- 3 Electives

- Economics
- Integrative Thinking: A Playbook for Managerial Action (continued)
- 4 Electives

TERM 3

- Applied Business Research Project (continued)
- Not-for-Profit Practicum (continued)
- 5 Electives

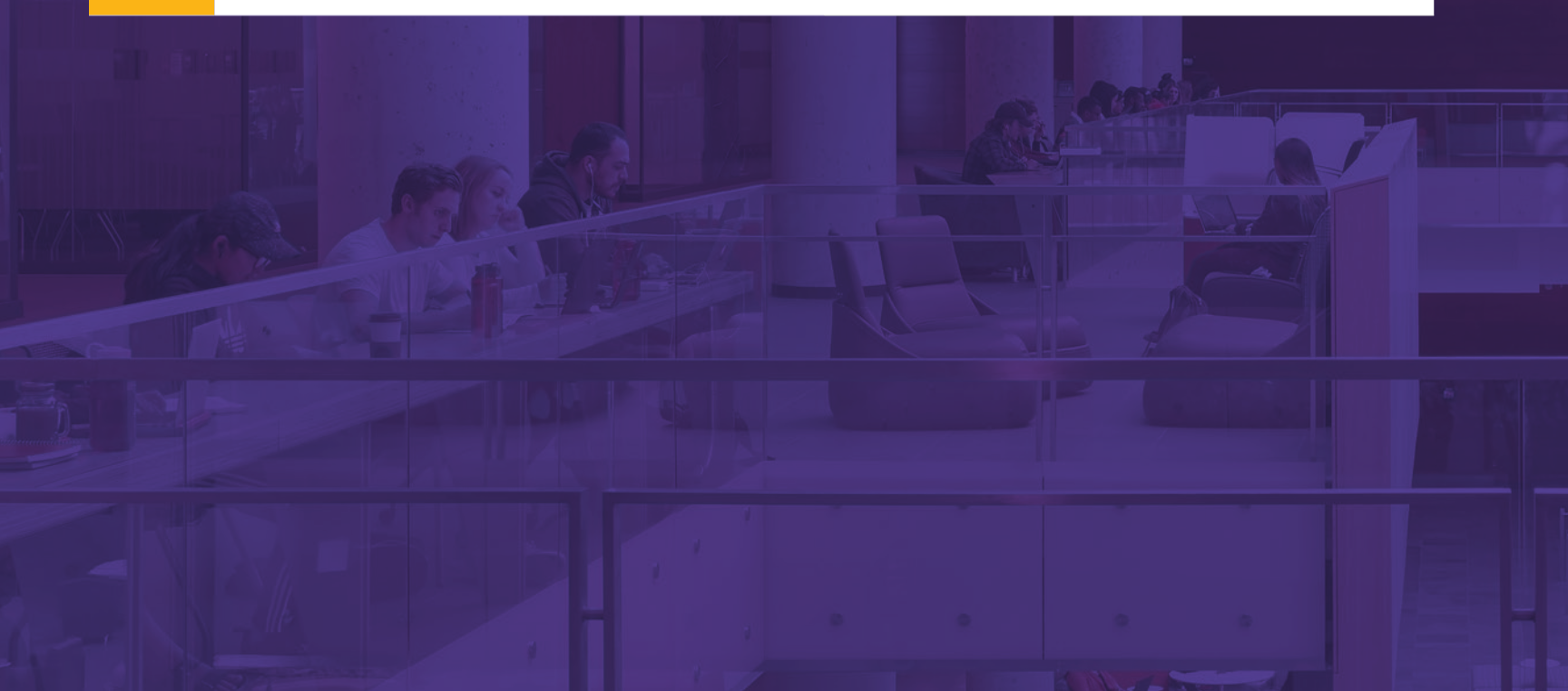
- Co-op work term

TERM 4

- Co-op Work Term

TERM 5

- Applied Business Research Consulting Project
- Not-for-Profit Practicum
- 5 Electives



PART-TIME EVENINGS

PART-TIME ACCELERATED

3.3 Years
10 academic terms

2 Years
6 academic terms

TERM 1

- Accounting
- Organizational Behaviour

- 2 Electives

TERM 2

- Financial Management
- Business Analytics

- Integrative Thinking: A Playbook for Managerial Action

TERM 3

- Marketing
- Operations Management

- 2 Electives

TERM 4

- Strategic Management
- Economics

- 2 Electives

TERM 5

- Integrative Thinking: A Playbook for Managerial Action

- Applied Business Research Consulting Project
- Not-for-Profit Practicum
- 1 Elective

TERM 6

- 2 Electives

- Applied Business Research Consulting Project (continued)
- Not-for-Profit Practicum (continued)
- 1 Elective

TERM 7

- 2 Electives

TERM 8

- Applied Business Research Consulting Project
- Not-for-Profit Practicum
- 1 Elective

TERM 9

- Applied Business Research Consulting Project (continued)
- Not-for-Profit Practicum (continued)
- 1 Elective

TERM 10

- 2 Electives



ONE DEGREE, MULTIPLE FORMATS

Designed to fit your life and career goals.

Immerse yourself in our full-time MBA program and complete your degree in just 12 months. Or earn your MBA while maintaining your full-time job, providing you with the opportunity to immediately apply the knowledge you gain in the program to issues facing you daily in your workplace. Whatever your lifestyle and career goals, we have a program format suited for you.

- Full-Time MBA, 12 months
- Full-Time MBA with co-op, 16–20 months
- Part-Time Evenings MBA, 3.3 years or less
- Part-Time Accelerated MBA for business graduates, 2 years

SPECIALIZE YOUR MBA

Add a specialization to your MBA degree in one of these nine areas to strengthen, expand or align with your career path:

- Accounting
- Entrepreneurship
- Financial Management
- International Business Management
- Marketing
- Operations Management
- Organizational Behaviour & Human Resource Management
- Strategic Management
- Supply Chain Management



ADMISSION REQUIREMENTS

Full-Time MBA and Part-Time Evenings MBA

- A four-year undergraduate degree or equivalent, in any discipline, from a recognized university with a minimum B standing (73%) in the final year of university study, or most recent 10 half-credit university degree courses.
- Evidence of strong quantitative skills, normally by the successful completion of the **GMAT test with a score of 550 or higher**. We also accept a GRE score. A GRE score must convert to the minimum 550 GMAT score required. We will also accept a CFA Level 1 Pass.
- The GMAT is mandatory for all applicants that have completed their previous degree(s) outside of Canada
- Letters of reference. Three professional references, or if you have completed any education within the last three years, two professional references and one academic reference are required. Note that this is a specific two-page reference form distributed within your application.
- Applicants whose language of instruction during their undergraduate degree was other than English must provide evidence of proficiency in English prior to admission. A minimum score of 100 internet-based (with minimum skill scores of 21 in each of the four skill sets) on the Test of English as a Foreign Language (TOEFL), or a minimum total score of 7.0 on the IELTS is required.
- At least two years of full-time work experience



Full-Time MBA with co-op

- A four year undergraduate degree in any discipline from a recognized university with a minimum B+ standing (77%) in the final year of study, or most recent 10 half-credit university degree courses.
- Evidence of strong quantitative skills, with a **GMAT score of 600 or higher**. The GMAT is mandatory for the co-op program
- Letters of reference. Three academic references, or two academic and one professional, are required. Note that this is a specific two page reference form distributed within your application.
- Eligibility is limited to applicants with two years or less of full-time work experience. Applicants are not required to have work experience.

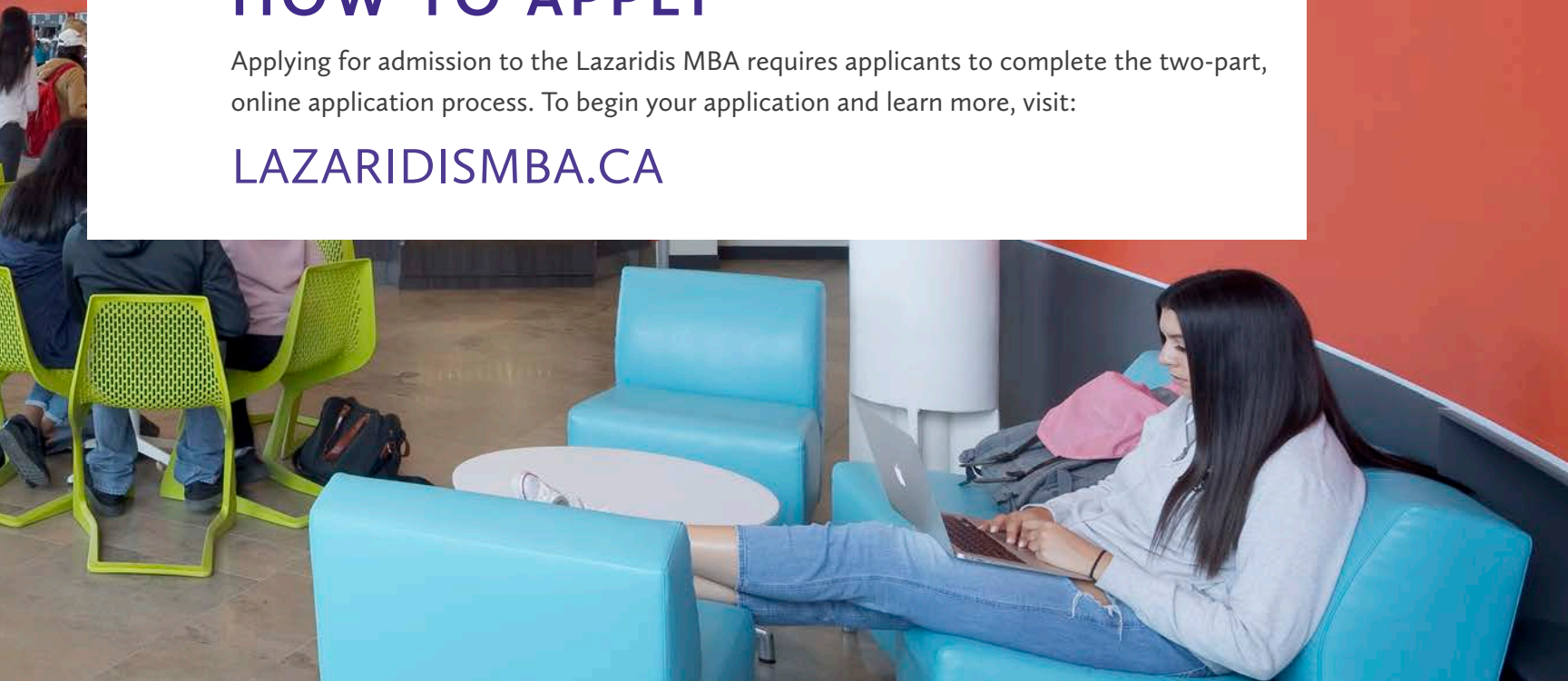
Accelerated Part-Time Evenings MBA for business graduates

- A **four-year undergraduate Bachelor of Business Administration or Bachelor of Commerce degree** achieved in Canada, that was achieved no more than eight (8) years ago, with a minimum B+ average (77% or G.P.A. of 9.0) in the last 20 half credit university degree courses completed.
- A **minimum of three years full-time work experience**.
- Qualified candidates may apply for exemption to the core component of the part-time evenings degree format in Waterloo. Accelerated admission is not offered in the full-time degrees.
- Consult the Lazaridis Graduate Program Office for more details or to confirm your eligibility for the accelerated program.

HOW TO APPLY

Applying for admission to the Lazaridis MBA requires applicants to complete the two-part, online application process. To begin your application and learn more, visit:

LAZARIDISMBA.CA





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LAZARIDIS 
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WILFRID LAURIER UNIVERSITY

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