

STRATEGIC PLAN

Community

2025-2030



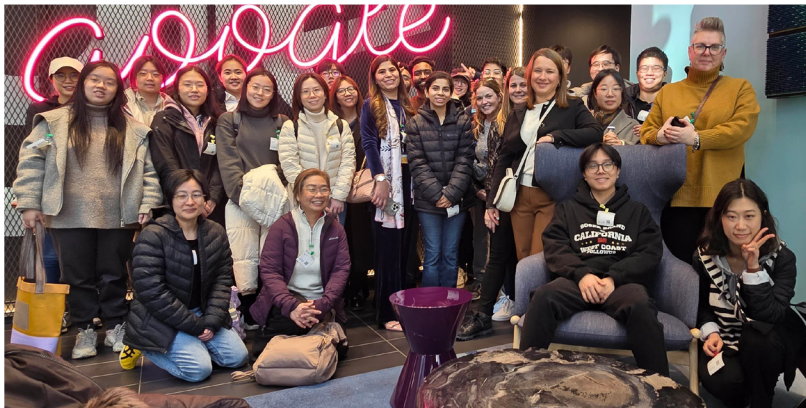
LAZARIDIS 
School of Business & Economics
WILFRID LAURIER UNIVERSITY



Community

This is a story of who we are
and what we aspire to be.
We are **risk-takers**, the **innovators**,
the **visionaries** people who
challenge convention.

If you like to get things done and have
a lot of fun, we see you. Read on.



Dean's Reflection

When I began as Dean of the Lazaridis School of Business & Economics in July 2024 I was thrilled to join an exceptional school with a rich tradition of experiential learning and an engaged alumni network.

We are a school dedicated to nurturing independent thinkers and developing leaders who will have a positive impact on the world. I'm proud to be part of an exceptional group of hard-working faculty and staff who take risks, challenge convention and connect people.

In my first three months, I met with more than 125 staff, faculty and students as part of a "Listening and Learning Tour". I also engaged with more than 60 members of our external community.

Those meetings were the first step in renewing our strategic plan. I asked 'what should we aspire to be?' and I heard key themes that highlighted our strengths and revealed opportunities, as well as the challenges that lie before us.

I also learned that the Lazaridis School is comprised of some of the most dedicated, caring, engaged and humble leaders I've ever met – and this mindset is ingrained in heart of the Lazaridis School.

That ethos forms the overarching theme of our strategic plan: community.

Our community differentiates our school and it draws us together in a common purpose. We look forward to shining a spotlight on your achievements as we elevate our student experience, amplify our research excellence, and build on our culture of innovation.

To achieve our goals, we will work in partnership with our internal and external communities to help shape the future. This strategic plan aligns with the university's strategic plan and recognizes our proud history while outlining what we aspire to be. It also provides a high-level roadmap of where we are heading over the next five years.

We invite you to join us on this journey.



KYLE MURRAY, PhD
DEAN, LAZARIDIS SCHOOL



LAND ACKNOWLEDGEMENT

The Lazaridis School of Business & Economics, Wilfrid Laurier University and its Waterloo and Brantford campuses are located on the shared traditional territory of the Neutral, Anishnaabe and Haudenosaunee peoples.

This land is part of the Dish with One Spoon Treaty between the Haudenosaunee and Anishnaabe peoples and symbolizes the agreement to share, protect our resources and not to engage in conflict.

The Milton campus is located on the traditional territory of the Mississaugas of the Credit, and part of the Nanfan Treaty of 1701 between the British Crown and the Haudenosaunee Confederacy.

We continue to work with our Indigenous partners and colleagues to ensure that we are appropriately acknowledging those lands and their stewardship.

Executive Summary

MISSION

We strive to be leaders in our communities to help shape the future. We generate, disseminate, and apply knowledge about business and economics for the betterment of the world in which we live.

We use our impactful research and experiential approach to education to meet the dynamic needs of our local, national, and international stakeholders.

VISION

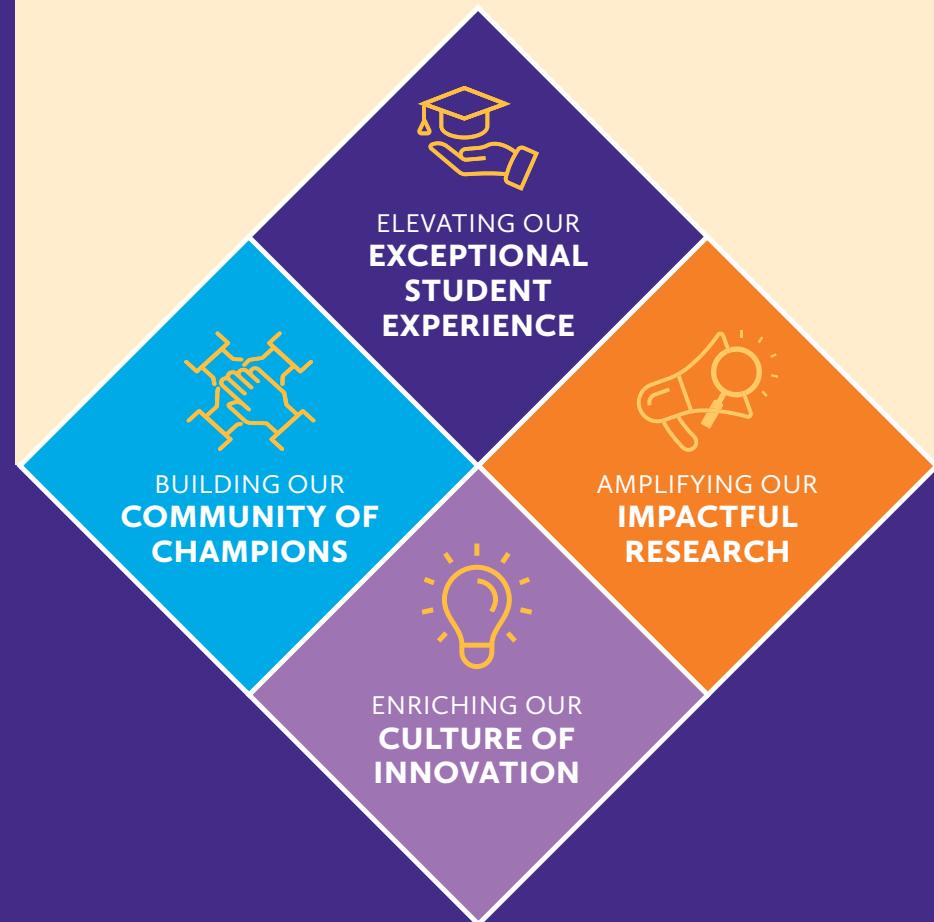
To rank among Canada's best through our pursuit of excellence in experiential education, impactful research, and community engagement.

VALUES

Our mission and vision are grounded in a strong commitment to values that foster an inclusive and respectful community. We champion academic freedom – “Veritas Omnia Vincit” – and uphold the importance of a diversity of research, pedagogies, and opinions. Integrity is at the heart of everything we do.

Strategic Themes

The Lazaridis School has an extraordinary community of alumni, professors, staff, friends, and students. We will support and highlight the hard work and dedication of our community by:





Exceptional Student Experience



The Lazaridis School is a global leader in experiential learning. We take pride in our robust and vibrant culture characterized by a welcoming, friendly, and fun environment.

We are leaders in experiential teaching, exemplified by first-year live case competitions, our flagship integrated case exercise in third-year BBA, prediction-modelling competitions, and professional conference expos like the World of Opportunities event in fourth-year BBA.

There are dozens of large and small opportunities for our students to learn-by-doing in every year of their studies within the Lazaridis School and through experiential opportunities abroad.

Experiential learning is our key differentiator—and one we will continue to prioritize as critical to our success.

SUPPORTING EXPERIENTIAL LEARNING

We will continue to nurture independent thinkers and develop leaders who have a positive impact on their local communities and the world, ensuring students graduate with an understanding of their potential to contribute to a sustainable society.

The Lazaridis curriculum emphasizes in-person classes with cross-disciplinary learning opportunities tailored to our multi-campus environment, including double degrees that set us apart from our competitors. We will continue to expand and enhance our tradition of emphasizing theory that is applied to real-world problem solving through hands-on learning, teamwork, and innovative evaluations.

Investment in our student experience will require enhanced support for faculty members to continue to innovate in curriculum design and course delivery. The outcome of this work will equip our students with the knowledge and skills required to succeed in the dynamic future of work. Additional philanthropic fundraising will help to secure the resources required to invest in and elevate our exceptional student experience.

CELEBRATING A STRONG STUDENT EXPERIENCE

Humble and hardworking are core values of our students and critical to their success. Through rigorous academic training, group work, assignments, presentations, papers, and case studies, we will continue to design a unique environment that brings out the best in people.

This success is founded on Canada's largest co-op program, a wide variety of student-run clubs, and curricular and educational programming that immerses students in experiences that facilitate job-readiness. We combine theory with application to equip students with the knowledge and skills they need to hit the ground running as soon as they graduate. These experiences are further elevated by a community of faculty and staff who care about the success of our students and enriched by a passionate network of engaged alumni.

KEY PRIORITIES

- 21 **Expand experiential learning:**
Continue to innovate and grow our co-op program, case competitions, and in-class opportunities.
- 21 **Maintain and strengthen our exceptional student experience,** ensuring students are job-ready and in-demand.
- 21 **Promote and celebrate our student experience,** our approach to curriculum design, and our world-class experiential learning programs.
- 21 **Continue to strive for excellence** in our student support services, adopting best practices and proactively solving problems. Fostering a supportive environment characterized by personalized attention and commitment to service excellence.





Impactful Research

We are research intensive. Our faculty members are at the forefront of innovation in business and economics — recognized leaders in their fields, securing grants for their work, serving on editorial boards and as journal editors, and regularly publishing in top-ranked journals.

We generate, disseminate, and implement knowledge about business and economics based on rigorous and evidence-based investigations using a variety of methods and theoretical perspectives. We strive to produce impactful research that matters to our local, national, and international communities.

Academic freedom is central to our mission, driving innovation, critical thinking and a diversity of opinions. This commitment fosters an inclusive environment to engage in research, teaching, and learning, ensuring our work remains at the forefront of business and economics research.

SUPPORTING A CULTURE OF RESEARCH PRODUCTIVITY

To amplify our research outcomes, we will further emphasize high-quality publications that are recognized by the global academic community as elite and distinguished outlets for our work. To be successful, the Lazaridis School will strive to create the time and space that allows research-intensive faculty members to continue to elevate their productivity.

This will require enhanced support in applying for internal and external awards, as well as additional philanthropic fundraising, to secure the resources required to invest in research. It will also mean supporting faculty members with the requisite tools, technologies, and access to data.

In doing so, we will build on our tradition of Lazaridis research activity being recognized and supported through Canada Research Chair roles and Laurier Research Chairs, as well as donor-supported chairs, fellowships and professorships.

CELEBRATING THOUGHT LEADERSHIP

Lazaridis research centres are central to our continued thought leadership. They play an important role in disseminating research findings by connecting with academic institutions, industry leaders, policy makers, and our communities. They provide communities that help to stimulate creativity and innovation as well as amplifying and promoting the outstanding work of our researchers to expand our impact and elevate our reputation.



KEY PRIORITIES

- 21 Ensuring faculty members have the time and space to elevate their research.
- 21 Aim high in the quality of our research outputs, having impact within the broader academy and enhancing our international reputation for exceptional work.
- 21 Promote and celebrate our research strengths and outcomes internally and externally to share our successes and open the door to conversation and collaboration.
- 21 We will continue to support and grow research centres that facilitate thought leadership and connect our work to the broader community.





Culture of Innovation

Our namesake, Mike Lazaridis is one of Canada's great trailblazers. A gifted engineer and visionary entrepreneur, his name on our School inspires us to pursue a culture of innovation.

We are surrounded by a community of innovators, builders, and entrepreneurs. We aspire to apply this approach – of taking risks and challenging convention – in our experiential learning and degree programs.

The Lazaridis School has an established track record of being first to market and leaders in innovation. We were the first co-op program in Ontario and have set a national standard for business and economics becoming the largest in Canada.

We created the first non-curricular entrepreneurship program in Canada, which has evolved into our StartUp Lab.

SUPPORTING INNOVATION

We will support continued experimentation across all our activities and communities, to try and test new ideas, to take risks and adapt long-standing programs. Doing so is essential to the success of our community. We proudly challenge convention, and we embrace the opportunity to learn by doing, all within our tradition of a collegial and collaborative culture. To build on this foundation, we will look to integrate emerging and future technologies into our teaching, research, and administrative operations, which will help us stay at the forefront. In the classroom, we will elevate our exceptional teaching and learning to prepare our students for a dynamic future that integrates thought leadership and supports a strong research culture.

This will include regularly refreshing our curricula to ensure we are teaching the necessary skills. Beyond the classroom, we will actively support experiential, innovative, and entrepreneurial activities, and we will empower our community to explore new opportunities. At the heart of our success are our dedicated staff and faculty, whose commitment to excellence strengthens our community and drives continuous growth.

CELEBRATING ENTREPRENEURIAL SPIRIT

As the pace of change in our world continues to accelerate, we will continue to leverage this entrepreneurial spirit of innovation to distinguish us from our competitors. We will commit to offering programs, degrees, opportunities, and initiatives that are serving the needs of our communities.



KEY PRIORITIES

1. Integrate emerging and future technologies into our teaching, research, and administrative operations to ensure we stay ahead of the curve.
2. Engage and challenge our students, preparing them for a dynamic future by integrating our research and thought leadership into the classroom.
3. Empower our community members in their pursuit of experiential, innovative, co-curricular and entrepreneurial activities beyond the classroom.
4. Support our staff and faculty who are dedicated to building our community and driving excellence.





Community of Champions

Since 1966, our community has been comprised of champions, storytellers, and creators of knowledge.

We are innovators and entrepreneurs, a caring community who enjoy helping others and who love to continuously grow and learn. We have nearly 700 alumni who are currently CEOs and Presidents and thousands who've created their own businesses. We take our work seriously and work hard in building a caring and supportive culture while having a lot of fun.

SUPPORTING OUR COMMUNITY

Our students are known for being humble and hardworking, engaging enthusiastically in experiences beyond the classroom, while also succeeding in academically rigorous programs. Although our school is one of the largest in Canada, our students continue to create a strong and close-knit sense of community through clubs, competitions and class experiences. They bond over Lazaridis' unique combination of a fun and rigorous university experience. They go on to become proud alumni who promote our school and champion those that follow in their footsteps. We will continue to build on this culture of engagement, community and collaboration. We are fortunate to have a dedicated and passionate global alumni network that regularly returns to Lazaridis to mentor students, get involved in our classes and serve on advisory councils, as well as Laurier boards and committees.

We value a culture where everyone can feel a sense of belonging that allows them to perform at their best as part of the Lazaridis School. We truly care about and support each other – each bringing different skills and life experiences to enrich the community. We are committed to improving our relationships with Indigenous communities and take seriously the responsibilities of business and economics outlined by the Truth and Reconciliation Commission. We are dedicated to contributing to Laurier's work to support and express our shared core values with respect to equity, diversity and inclusion.

CELEBRATING OUR NETWORK TO BUILD OUR PROFILE

We are proud of our robust and vibrant culture characterized by a welcoming, friendly, and fun environment. Our commitment to nurture independent thinkers and develop leaders who will have a positive impact on the world extends to our staff and faculty. We are committed to the growth and wellbeing of our people and investing in ongoing professional development. We will continue to strive for excellence in our operations, acknowledging the value of our history as helpers, doers and innovators. In taking the next step forward to grow our reputation, we will rely heavily on our community of internal champions to proudly tell our story and build our brand. We will strive to continue to elevate our engagement with our alumni, growing the number of opportunities they have to engage with and support the school – creating a community of champions who help us enhance our reputation locally, nationally and globally.



KEY PRIORITIES

- 21 Create a community of champions to tell our story and help us build our brand, including internally, regionally, provincially, nationally, and globally.
- 21 Strengthen our connections and communications with our local and global communities, emphasizing engagement with alumni.
- 21 Commit to our Truth and Reconciliation Commission responsibilities and building relationships with Indigenous communities.
- 21 Contribute meaningfully to Laurier's work to support and express our shared core values with respect to equity, diversity and inclusion.



BY THE NUMBERS

Meet Our Community

6,087 Students

220 Instructors

48 Full-time staff

36,930 Alumni

680 Alumni CEOs/Presidents

2,000+ Alumni founders

Did
You
Know?

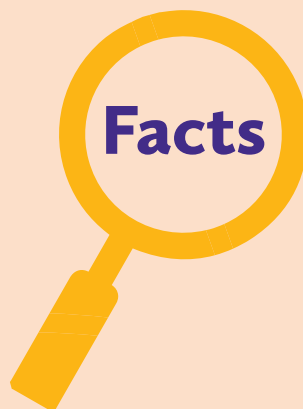
99%
employment rate
for co-op students

97%
employment rate
after graduation

100%
of undergrads
participate in experiential
learning activities

A World-Class Student Experience

- Canada's largest co-op program
- **23** student clubs
- Bank of Canada Governor's Challenge national champions
- Most Accounting Gold Medals of any business school in Canada



Facts

About Research

- **14** research chairs
- **2** Canada Research Chairs
- **2** Laurier Research Chairs
- Canada's first Chair in Brand Communication
- **6** Research Centres

A Few Lazaridis Innovations

- First and largest business co-op program in Ontario
- First entrepreneurship MBA
- First direct-entry MBA program
- First non-curricular entrepreneurship program in Canada (now StartUp Lab)
- **150** startups supported each year
- **75** alumni and community mentors
- First to prepare first-year business students in a live case competition embedded into curriculum
- Since 1977, third-year business students have been required to undertake a 10-day Integrated Case Exercise solving real business problems for a real business
- One of the first in Canada to launch a student startup fund



Connection *with* **WILFRID LAURIER UNIVERSITY** Strategic Plan

The Lazaridis School is an integral part of Wilfrid Laurier University whose strategy focusses on two distinct themes of “thriving community” and “future-readiness”.

Our plan contributes to every goal and objective within the university’s key themes, outlined below:

THRIVING COMMUNITY:

- ✦ Enriching partnerships
- ✦ Inclusive community
- ✦ Indigeneity
- ✦ Intellectual climate
- ✦ Internationalization

FUTURE-READINESS:

- ✦ Credential innovation
- ✦ Enduring skills
- ✦ Engaged research
- ✦ Experiential learning
- ✦ Sustainability



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who challenge convention. If you like to get things done and
have a lot of fun, we see you.

Thank you for reading.



Join us!

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LEARN MORE.

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