



PERSONAL TOUCH

WAVEBREAK MEDIA/THINKSTOCK

IS CRITICAL PIECE FOR UOIT'S INNOVATIVE, LEADING-EDGE MBA

Known for its innovation in curriculum development, the University of Ontario Institute of Technology (UOIT) delivers flexible programs in a technology-rich learning environment.

One of UOIT's most exciting offerings is the broad-based master of business administration (MBA) — a very integrated and flexible program,

tailored to each student's goals. The first program of its kind in the region of Durham, the MBA@UOIT has been developed by world-class experts.

"We've been very strong in our research base and now we're ramping up in our professional areas and the MBA is part of that," says Brian Campbell, dean of the office of graduate studies. "Our

plans are for it to stay small for a while. That personal touch — the high involvement of faculty with students — this is a critical piece for us."

A unique option at UOIT is to combine the MBA with the master of information technology security (MITS) degree. This combination emphasizes excellence in graduate-level business

GLOBAL ISSUES

UOIT's innovative MBA program is designed around global issues and a strong focus on real-world case studies. It will provide you with a unique opportunity to probe deeper into one of the following areas of specialized streams: Finance; international business; logistics and supply chain management; marketing; and technology management.

and information technology (IT) security knowledge.

Current UOIT MBA student David Fisher looks forward to a leadership role in the non-profit sector and says the program, "Just changes the way you think and you approach problems. It just does change your mindset on how various business problems can be solved. We analyze lot of cases; we basically work on them as a group and dig into what are the root issues and what are the solutions to apply."

Dean Campbell believes the MBA program fulfils a need for the burgeoning communities just east of Toronto.

"It's a new program, it's only been going for a couple of years. Of course, it's a new institution," he explains, conscious of the recent development in the Durham region. "Oshawa is growing and the university is a major force; there's a lot of excitement."