

# SEVEN REASONS WHY YOU

by Brooke Klassen

I love being a part of the Edwards School of Business and I'm not afraid to say it. I have been associated with the school for ten years (four as a student and six as a member of the staff) and it just keeps getting better. I am an academic advisor in the undergraduate program and I also take the lead on student recruitment. The fact that I have spent my post-secondary and work life at the school makes me a natural advocate, and I revel in the opportunity to tell people (anyone who will listen, really) why the ESB is so fantastic. At every career fair I attend, the same question is inevitably raised. "Why should I (or my daughter, nephew, neighbour's kid, grandchild, paper boy, friend) attend ESB? What makes this b-school (b as in business, not the alphabet grading system) better than the rest?"

There are many reasons to choose the Edwards School of Business at the University of Saskatchewan in Saskatoon. Here are the top seven reasons I think students should choose ESB. I encourage you to consider these reasons and to share them with someone who might be contemplating a business education.

**7** *The curriculum is current, relevant and interesting.*

We use the feedback from current students, alumni and the business community in our curriculum revisions. We aim to provide a degree that increases students' employability and provides them with the skills they need to start their business careers. For example, we have modified our focus on wealth management to include wealth creation, and now offer two undergraduate courses in entrepreneurship.

Our students will even attest to the fact that some of the courses can be considered fun – a description not often uttered in the halls of academia.

**6** *Students receive tremendous support from faculty and staff.*

We are committed to maintaining a desirable faculty to student ratio. At a time when other b-schools are increasing class sizes, we are decreasing them – with our greatest reductions in first-year classes. We have reduced classes of 200 to 60, which allows faculty members to give their students the personal attention they deserve. We have also tripled the number of academic advisors available to assist students – from one to three – and this has reduced the appointment wait time for current and prospective students to a week or less (during most times of the year).

**5** *Saskatoon is a vibrant community with a thriving economy.*

I have been told by many out-of-town visitors that the U of S has one of the most beautiful campuses in Canada. Saskatoon is a diverse city full of culture, restaurants and community events. Saskatchewan's economic growth and sustainability have received international attention, making Saskatoon one of the 'it' places to live, work and play.

**4** *We are committed to helping first-year students with a successful transition from high school to university.*

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# SHOULD CHOOSE ESB

We believe that an outstanding student experience starts with success in the first year of university. We have implemented a new program that addresses many of the areas first-year students have trouble with, such as university mathematics, note taking, study skills and time management. The Passport to Success program will also include sessions on career planning and volunteerism. And one lucky student will win the grand prize of term two tuition paid in full!

**3** *There is over three quarters of a million dollars in scholarships and awards available to our students.*

The community is very supportive of the ESB. Individuals and organizations provide scholarships and awards totaling over \$750,000 annually – and we expect to reach the \$1 million mark in the next couple of years. These scholarships and awards help us recruit and retain the very best students, making your peers some of the brightest, well-rounded students in the country. Whether you find success academically, through your work experience or as a volunteer in the community, there are scholarships and awards suitable for students from a variety of backgrounds.

**2** *Our students are heavily recruited by a multitude of organizations.*

We know students want a quality education and the vast majority also want a great career post-degree. We report strong undergraduate employment statistics year after year. Many large and small organizations recruit our recent graduates because of their proven work ethic and solid foundational skills. Our students are prepared for the



business world and employers recognize the value that a new recruit from the Edwards School of Business can bring to their organization.



ESB provides business student everything a needs to succeed. We are small enough to preserve a welcoming atmosphere and personalized academic support, yet we are large enough to offer the quality and variety of programs and specializations to compare with larger, more densely populated business schools. Try us on for size – we're sure it will be a perfect fit. 🍏