



Sponsoring your employees as students in UPEI's executive-style MBA program will give your company a competitive edge in today's global economy. Talented employees are the single most competitive factor a company can have. Promoting and supporting excellence amongst employees will foster the creativity and innovation PEI companies need to succeed.

—**MICHAEL MAYNE**, Deputy Minister of Innovation & Advanced Learning, Province of Prince Edward Island



The introduction of the MBA program at UPEI offered an opportunity for us to sponsor an employee in her educational development. We are interested in her receiving the learning gained through an MBA and the flexibility for her to pursue this goal while continuing her employment on a full-time basis at Maritime Electric.

—**STEVE LOGGIE**, Vice-President of Customer Services, Maritime Electric Company Limited



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people • excellence • impact

#### INVESTING IN THE FUTURE OF YOUR ORGANIZATION

UPEI's Executive-style MBA program provides a unique and valuable learning experience. With limited enrolment and dedicated faculty, students are ensured an exceptional, supportive learning environment. Our faculty is dedicated to delivering a curriculum that is integrative, engaging, and relevant in today's global business community.



# *Why you should* **SPONSOR your MOST PROMISING EMPLOYEES**

## **THE PROGRAM**

With specialized streams of study in Biotechnology Management & Entrepreneurship and Innovative Management, the MBA program at UPEI's School of Business provides students with the theory, skills, experiential learning, and research opportunities to advance their knowledge and enhance their employability in these flourishing fields. Dedicated faculty, peer-to-peer learning, an integrated program approach, and an emphasis on developing global perspectives ensure that graduates are well-prepared for the unique challenges of leading and innovating in an ever-changing, international business environment.

## **SPECIALIZATION IN BIOTECHNOLOGY MANAGEMENT AND ENTREPRENEURSHIP**

This "business of science" stream focuses on the complexities of commercialization, as well as the ethical and regulatory issues that face the biotechnology industry. Graduates are well-equipped to manage effectively in the public and private sectors, as well as develop and grow new ventures, in this exciting, emerging field of science.

## **SPECIALIZATION IN INNOVATIVE MANAGEMENT**

This stream of study is designed to develop the skills and knowledge necessary to manage effectively within and for an innovative environment. It integrates creativity and entrepreneurial thinking as well as real-world learning and management skills such as leadership and teamwork. Global content ensures graduates have a well-developed perspective on world issues and the skills to manage within a globally competitive environment. This program is well-suited to those who are interested in business from new perspectives.

## **A WISE INVESTMENT**

UPEI's MBA is designed to equip graduates with the skills and knowledge to manage and innovate effectively within a business environment. By sponsoring a promising employee in this program, your organization will be giving a talented individual the opportunity to advance his or her strategic thinking, leadership, and management skills. You'll be making a wise business investment by committing to the development of your organization's future leaders and encouraging innovative, effective management.

## **HERE'S WHAT YOUR EMPLOYEE WILL TAKE AWAY FROM THE PROGRAM**

- a well-recognized graduate degree in a specialized stream of study
- new ways of thinking
- innovative managements skills
- successful ideas from other sectors in the business community
- a consultancy-level project relevant to current business needs and issues supported by faculty who specialize in that field

## **HERE'S HOW YOUR ORGANIZATION WILL BENEFIT**

- productivity and effectiveness will improve through your employee's advanced problem-solving, planning, and decision-making
- an ongoing relationship with UPEI's School of Business and benefit from its research and entrepreneurial resources
- you'll have a talented employee eager for more responsibility

