



Sault College News Release

For immediate release

Sault College launches School of Business *Student satisfaction at an all-time high for business studies*

(Sault Ste. Marie, ON June 24, 2013) Sault College, already recognized province-wide for programs such as Aviation and Nursing, plans to build a similar profile as a provider of first-class business programs through a new “School of Business.”

The “School of Business,” launched today with ceremonies attended by college, business and government representatives at the Northern Avenue campus, has a goal of enrolling six hundred students within the next five years. Approximately 100 students have been taking business studies at the local college in diploma, post-graduate and continuing education offerings in the past year.

The Dean of Business, Colin Kirkwood, said the School of Business represents one of the largest opportunities available to the college in many years and builds on a very high level of student satisfaction with the business programs. “A recent student survey shows 91 percent of Sault College business students were either satisfied or very satisfied with their programs or courses,” said Dean Kirkwood. “We now need to translate that satisfaction into strong enrolment figures through our recruitment and promotion of the School of Business.”

The interest in the college’s business studies is also supported by the fact there have been some 17 thousand “hits” on business pages of its corporate website over the past several months. The new School of Business will be supported through the college’s social media tools

including the college website which will make it easy for students to access information about the business programs and courses and enrolment requirements.

Sault MPP and Ontario Cabinet Minister David Oraziotti and Sault Ste. Marie Mayor Debbie Amaroso were special guests at today's launch of the business school along with representatives from the local business community supporting the college's business studies.

Among the new offerings at the School of Business will be a "pathway" business package which will allow a student to graduate with a Business diploma and a Public Relations and Event Management post-graduate certificate in three years. Sault College will also be working with Humber College to present a Business Administration-Professional Golf Management program through the School of Business. Details on this new program will be available soon on the college's website and there will be an information session in mid-July to provide more information on this educational opportunity.

Most of the School of Business classes are housed in the new 75 thousand square foot Essar Hall. All of those business classrooms are equipped with state-of-the-art audio and visual instructional equipment. For more information on this program, visit our website at www.saultcollege.ca or contact a member of our recruitment team at 705.759.2554 ext. 2222.

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About Sault College School of Business

A quality learning environment, the Sault College School of Business, supported by the interplay of faculty, student and environment delivers an exceptional business leadership perspective. From state-of-the-art classrooms, integrated curriculum and a collaborative teaching team, Sault College's School of Business is a unique learning experience. Our ongoing improvements to quality programming and responsiveness to the industry ensure students get practice doing the same tasks and solving many problems that you will experience once you start working. The Sault College School of Business student is a high achiever that supports and motivates others to reach their full potential and perform tasks in progressive and innovative way including those not yet imagined. A strong community requires a strong workforce of professional business people. Whether you are a high school student interested in one of our diploma programs or you already have post-secondary or work experience and would like to acquire some complementary business related skills, the Sault College School of Business will offer you a quality business education experience. Visit our website at www.saultcollege.ca to learn more.

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