



# **Business education that bridges workplace needs.**

**haskayne**  
School of Business



**UNIVERSITY OF  
CALGARY**

**Work environments across Canada are changing. Students need real-world experience to develop new skills to adapt to an increasingly entrepreneurial economy – and employers need talent who can propel their organizations and industries forward.**

**How can you help drive change to create the conditions for a sustainable, competitive and inclusive economy?** It's simple - by investing in education that fosters growth, prosperity and community-mindedness.

As one of Canada's top-tier business schools, Haskayne plays a critical role in building and nurturing the talent of the next generation of business leaders. Through its commitment to embedding work-integrated learning opportunities, such as co-ops and internships into its curriculum, Haskayne students gain an advantage as they develop the skills required to meet the challenges facing today's workforce on a local, national and global scale.

**Shape the future workforce – and give your company a competitive edge.**

The economic impact of investing in work-integrated learning (WIL) cannot be overstated. Companies that embrace and support Haskayne's WIL initiatives elevate their competitive advantage in the marketplace by tapping into a pool of talented individuals who possess practical skills and industry-specific knowledge needed to drive organizational growth and spearhead industry innovation.

Investing in WIL is also an investment in social equity and inclusivity. WIL opens doors to students from diverse backgrounds, giving them equal access to opportunities for professional growth and success. By supporting WIL, you contribute to the creation of a more inclusive society, where talent is nurtured based on merit – regardless of social or economic circumstances.

Now is the time to abandon the status quo and build a bolder, better and brighter future.

**With your support, we can ensure knowledgeable, creative, diverse and driven business leaders will emerge to steer our city, province and country to prosperity and sustainable growth.**

A circular portrait of Lian Barkema, a young woman with long dark hair, wearing a dark blazer over a white top. The background of the portrait is a blurred outdoor scene with a yellow and red flag.

***“I started working with Oco through the Haskayne Master of Management’s Propel Business Projects. After my Propel project, Oco ended up hiring me on through the Mitacs Business Strategy Internship as a paid intern. Both opportunities gave me access to invaluable work experience I wouldn’t have found without these programs, which are available to all students in the Haskayne Master of Management.”***

**LIAN BARKEMA**  
MMgmt'22

## Change starts here. Support the growth of tomorrow's business leaders through meaningful learning opportunities.

Our goal is to raise \$3 million to rapidly expand work-integrated learning initiatives. We are seeking individual and corporate supporters to enable more real-world projects that benefit Haskayne and our communities, particularly students and employers. Current areas for philanthropic investment include:

### > **Creating and growing our co-op and internship programs.**

The program is based on a "traditional" four-month internship model but is flexible in design to accommodate and fulfill stakeholder and student needs. Currently, approximately 30 per cent of eligible students participate in formal co-op and internship programs each year. Our goal is to reach 50 per cent participation.

### > **Expanding the Propel Business Project Program offering.**

Complementing the "traditional" work-integrated learning programs, these are micro-internships focused on start-ups, incubators and small and medium-sized not-for-profit organizations and can include a combination of on-location and remote work at local, domestic and international locations. These internships allow students and employers to co-create meaningful work experiences. This program has expanded Haskayne's reach in our communities and has allowed us to forge new partnerships with diverse organizations. Currently, we offer the program to students in the Master of Management and MBA programs. Our goal is to make this program available to all Haskayne students.

### > **Building work integrated learning into every Haskayne program.**

We aim to embed formalized work-integrated learning curriculum into all of Haskayne's programs, starting with Master of Management and MBA, with the optimal goal of having internship programming in place for all Haskayne students.



*"For companies who are looking to add capacity to their team and tap into the knowledge of Haskayne Master of Management students, I would highly recommend Haskayne's Propel Business Projects (Propel) and Mitacs Business Strategy Internship (MBSI) programs. Lian worked with Oco through the Propel and MBSI programs. She excelled in research and had an ability to apply complex market reports to our business. She has a wonderful ability to translate lengthy reports into succinct, actionable takeaways."*

**MADISON SAVILOW**  
Chief of Staff, Oco



**Propel Business  
Project Program**

**Join us in developing a diverse, future-ready community of business leaders at the Haskayne School of Business. Together, we can meet future challenges with excellence by empowering and inspiring today's students.**

For more information about how you can make a difference, please contact:

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