



TAKE LEARNING BEYOND THE CLASSROOM.



The Alberta School of Business aims to empower every one of our students to experience the profound impact they can have on the world. Experiential learning turns strong academic foundations into courageous, real-world readiness, preparing graduates to lead and adapt to new challenges.

Together, let's create Canada's most purpose-driven business education.



Today's business landscape is shaped by rapid technological change, sustainability pressures, rising customer expectations, and evolving workforce dynamics. To meet these challenges, business students must be equipped to apply both knowledge and skills in professional settings, leveraging business as a force for positive change.

Leadership isn't accidental. It's engineered.

With your support, every student can access flexible, scalable experiential learning at no extra cost. These programs challenge students to navigate ambiguity and engage real stakeholders — applying their skills to produce tangible results and creating lasting value for our community.

Did you know?

With more than 4,000 business students, demand for experiential learning continues to grow. Embedding applied experience across programs ensures all graduates are ready to apply their knowledge and exceed employer expectations.

Build real-world skills

To prepare students for a volatile workforce, we envision a four-year progression of hands-on application and structured reflection embedded in the classroom. By moving beyond simulations to manage real deliverables, students learn to navigate ambiguity and turn theory into professional proficiency. These high-stakes experiences ensure student growth culminates in tangible outcomes and lasting contributions to our community.

- **Exposure:** Early, structured milestones build core capabilities in both technical and interpersonal skills. By aligning every experience with clear outcomes, we help students recognize and articulate their professional

growth — empowering them to navigate career pathways and expand their networks with confidence.

- **Engagement:** Through hands-on, solution-based learning, students will apply knowledge, receive feedback and strengthen collaboration, communication and critical thinking skills.
- **Empowerment:** By leading projects, mentoring peers and collaborating with business professionals, Indigenous communities and government, students will gain invaluable experience that prepares them for meaningful, practical contribution.

Opportunity and Impact

Your investment in the Alberta School of Business will directly strengthen how students develop, demonstrate and apply career-ready skills — bridging the gap between education and employment. Drawing on years of insight from our signature Impact Series, we are scaling this vision through a permanent endowment. This sustainable foundation ensures that high-impact experiential learning remains a cornerstone for generations of future business leaders.

The Impact Series Endowment: Sustaining a New Standard of Excellence

This endowment serves as the permanent engine to transform the student journey, bringing our core pillars to life. It provides the capital to move beyond theory, creating a self-sustaining cycle where initial industry exposure and hands-on engagement lead to the lasting empowerment of our students. This fund directly supports the following strategic activities:

Impact Series: The Impact Series is a structured, four-year themed experiential learning sequence required for all Bachelor of Commerce students. It is designed to move students beyond traditional classroom boundaries by connecting them with the community to solve real-world challenges.

Competency Tracking Tool: Students will access verified evidence of the essential skills they gain throughout their degree. Employers will benefit from clear, consistent

measures of graduate performance, enabling more informed hiring decisions.

Expanded Field Trips and Labs: Funding will scale hands-on learning inside and outside the classroom throughout every year of the degree. By engaging with diverse industries and stakeholder groups, students gain critical real-world exposure, ensuring equitable access to high-impact experiences for all.

Student Impact Coordinator: This dedicated role will ensure program quality, consistency, and continuous improvement. The coordinator will oversee the competency scorecard, integrate emerging technologies, and identify relevant experiential opportunities that enhance student learning.

Experiential Learning Fellowships: These fellowships support ongoing research and development of the program. Fellows will analyze student skill development, engage with employers, gather feedback and share data transparently — building trust and relevance within the job market.

Together, these initiatives ensure students graduate with a portfolio of purposeful, authentic learning. By pairing high-stakes work with intentional reflection, we produce graduates with the verified proficiency to drive immediate, meaningful impact.

Join us in empowering the next generation

You can transform potential into purpose, translating abstract knowledge into meaningful impact.

To make a gift or learn more, please contact us today:

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