



## Co-operative Education in the University of Winnipeg

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## Presentation Overview

- Rationale for the course
- Course development process
- Course contents
- Teaching methodology
- Lessons learned
- Next steps

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## Why an undergrad course in the Business School?

- Need for skill co-op managers
- Tap into entrepreneurial youth
- Youth today interested in ethical/social business models
- Connect entrepreneurial youth to the co-op community

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## How was the course created?

- Research internship funded by WIRA and led by MCA
- Partners: MCA, WIRA, U of W
- Course curriculum and syllabus submitted and accepted by U of W as an elective

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## Course outline

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- Co-operative identity
- Governance
- Management: participative management techniques
- Human Resources
- Communications – Marketing
- Accounting - Financing

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## Methodology

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- Lectures
- Readings
- Guest speakers
- Case studies
- Discussion

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## Guest speakers

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- Vera Goussaert (MCA)
- Andy Morrison (Arctic Co-ops)
- Brian McIvor (ACU)
- Cindy Coker (SEED)
- David Kerr
- Rod Wilson (Arctic Co-ops)

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## Lessons learned

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- 35 interested students took the elective class
- Very little knowledge at the start; significant knowledge by the end
- The biggest challenge was the ideological shift
- Co-op managers helped legitimize the co-op model

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## Growing forward

- Future course developments at U of W
- Possible summer internship to place students in co-ops
- Infusion of co-op education in Business courses

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