
NEWS RELEASE

The eBay Challenge – Learning by Doing at Mount Royal College

(CALGARY — Thursday, November 8, 2007) In partnership with eBay Canada, first year entrepreneurship studies students will be competing against each other, ‘Apprentice’ style, by marketing and selling products procured from local businesses and individuals through the eBay online market.

The challenge, which began yesterday, will allow 160 students, split into 40 teams, to seek out companies who want to use eBay to sell and market local products globally. With e-Bay’s support, students will have three weeks to put together a strategy, source and list products and then execute the strategy. Teams will compete to make the largest profit, with real money exchanging hands. The top three teams will share all the net profits.

“From the classroom to the boardroom, eBay is the world’s online marketplace and gives Canadian entrepreneurs access to international demand for their goods and services,” says Andrew Sloss, Country Manager, eBay Canada. “eBay Canada supports the Bissett School of Business’ creative thinking, and applauds their initiative to train the next leaders of corporate Canada by challenging them to discover the key role eBay can play in running a successful business.”

Like true entrepreneurs, students will have limited resources, tough competition, a small window of opportunity and have many tasks to juggle. Teams will have to develop key business strategies and execute them in the real world. In the business world, not everyone wins and competition is real. With these types of projects, students learn how to build confidence without arrogance and also learn how ethics influences business relationships.

“The use of the academic challenge projects, like eBay, emphasizes one of our core strengths at the Bissett School of Business; applied and experiential learning,” said Wendelin Fraser, Dean of the Bissett School of Business. “Even in their first year, students have the opportunity to experience the realistic life of the entrepreneur. We provide a foundation that allows them to be creative and successfully face these and other challenges as they progress in business.”

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