



University of
Lethbridge

NEWS RELEASE

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Dhillon School of Business introduces DSB Edge student cohort for first-year management students

The Dhillon School of Business at the University of Lethbridge is introducing a cohort concept for incoming Bachelor of Management students designed to give them an edge as they begin their academic careers — the DSB Edge.

Following a year of online learning and responding to the expressed needs of its students, DSB Edge, an in-person experience for first-year students entering the 40-course Bachelor of Management program, will debut.

“The first year of University is very exciting and can also be a bit overwhelming for students with new

classmates, new teachers and new expectations,” says Dr. Kelly Williams-Whitt, associate dean for the Dhillon School of Business. “With DSB Edge we want to create an environment where students feel supported and as though they’re part of a team from the very beginning.”

DSB Edge allows students to be part of a tight-knit student community right from the start of their education. Students are automatically registered for core business courses together and assigned to the same residence if they choose to live on campus. They receive exclusive access to a special DSB Edge student orientation, leadership development opportunities, networking events and other student activities. The initial cohort is limited to 60 seats.



“Research has shown that student cohorts like DSB Edge support academic success,” says Williams-Whitt, adding DSB Edge was created to give first-year students a leg up by building a community of students with similar goals and interests.

“Cohorts such as these allow students to engage in course material immediately since they have common experiences and get to know each other quickly. Cohorts also allow space for students to share their concerns and challenges which cultivates a more motivational, supportive and interactive experience.”

DSB Edge is currently available on the U of L’s Lethbridge campus for the Fall 2021 semester. The deadline to apply is May 18 for students who want to live in residence and June 30 for those who have off-campus living arrangements.

For more information on DSB Edge, visit ulethbridge.ca/future-student/dsb-edge-student-cohort.

To view online: <https://www.ulethbridge.ca/unews/article/dhillon-school-business-introduces-dsb-edge-student-cohort-first-year-management-students>

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Contact:

Trevor Kenney, News & Information Manager
403-360-7639 (cell)
trevor.kenney@uleth.ca
@uLethbridge

Dr. Kelly Williams-Whitt, Dhillon School of Business
kelly.williams@uleth.ca