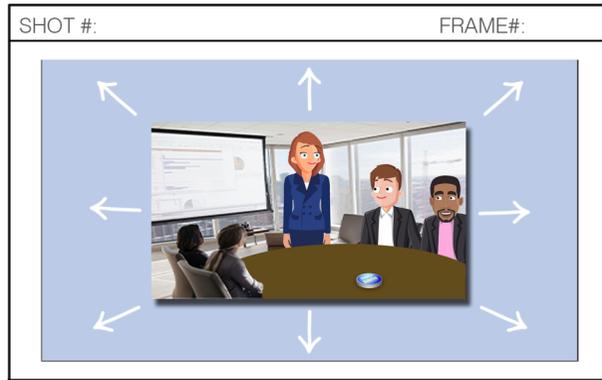


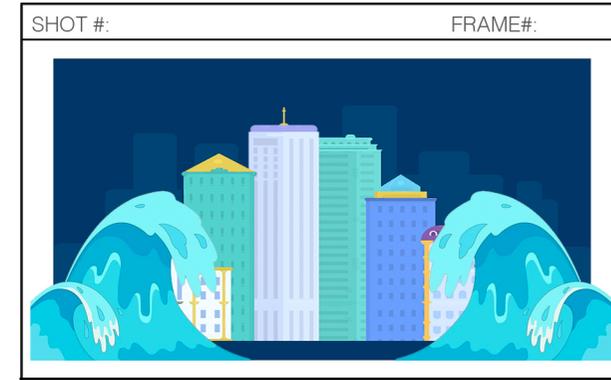
[Music Starts. Unintelligible mumbling of classroom conversation is heard behind the music as it builds.]



[Camera zooms out of the boardroom to reveal our characters are in one of the buildings of our cityscape. The music takes a dramatic foreboding tone.]



Today's business environment is uncertain, ...
[The rumbling noise increases in volume and the buildings start to tremble.]



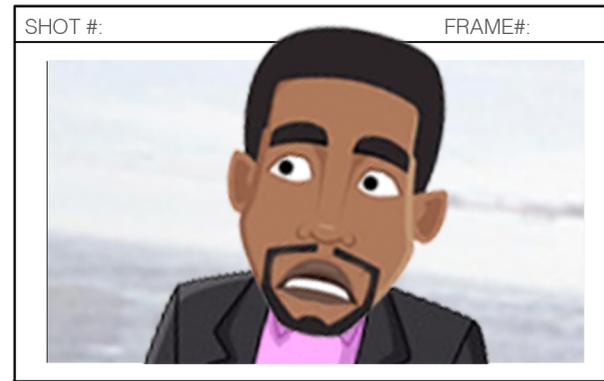
... rapidly changing, and complex. To thrive and grow...
[Water rushes in from each side of the screen as the buildings vibrate under the force of a giant tsunami.]



... businesses have to adapt, change, ...
[We find our characters are distressed in their current situation.]



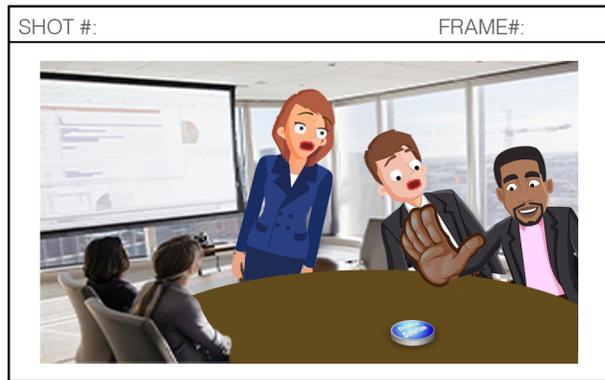
...be flexible and nimble. Organizations must rely ...
[We see the cityscape is a shambles as it fights the tide of change that has beset it.]



... on more than the technical, subject-matter ...
[Our hero assesses the situation and composes himself.]



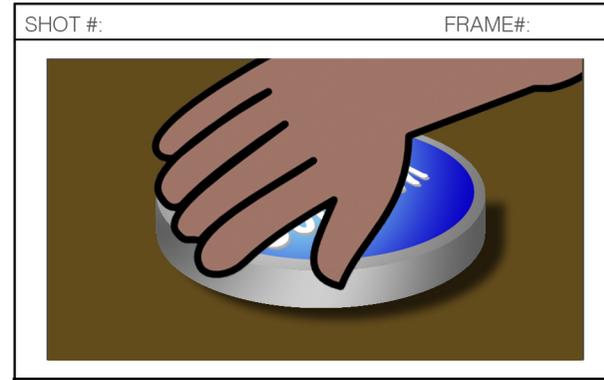
... expertise of their employees - they need to leverage...
[He quickly develops fix to his current situation.]



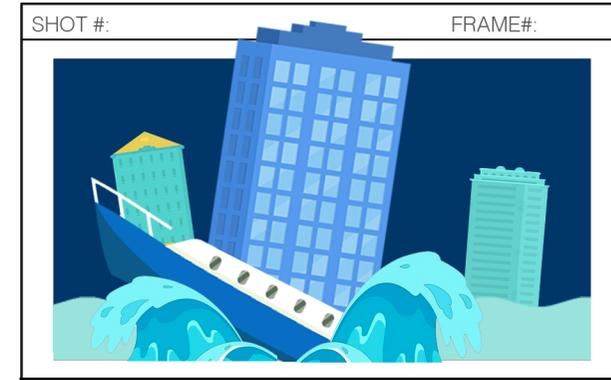
...essential skills like
[Our hero reaches out to hit the button in the center of the boardroom table.]



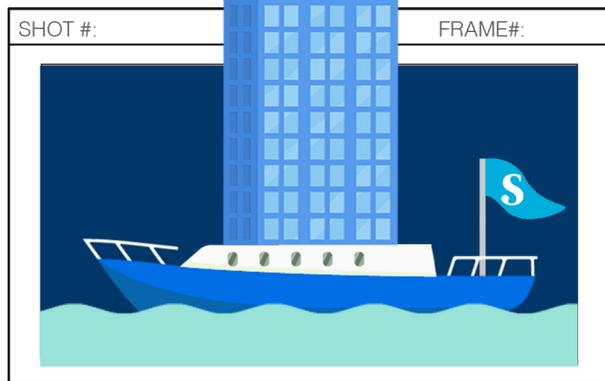
...critical thinking
[He slams the button.]



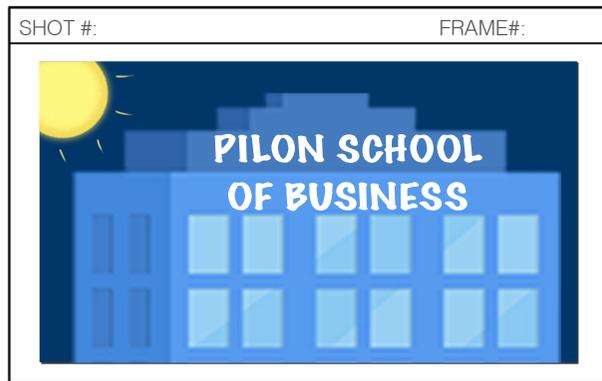
...collaboration
[The button activates his creative solution.]



... data analysis and creativity ...
[Suddenly a large boat-like structure forms at the base of our building, enabling it to navigate the strong currents surrounding it.]



... to name a few.
[Our building is now successfully riding the currents of the new changing tide - thanks to our hero!]



Sheridan's Pilon School of Business has responded to this call and offers business degrees...
[Camera zooms a close-up of the top of the building, revealing the Pilon School of Business sign.]

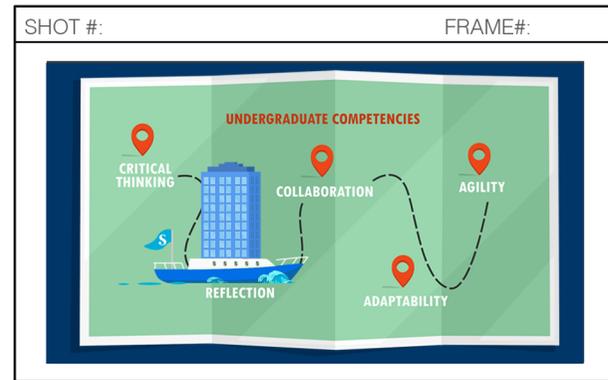


... that focuses on providing you with transformative learning opportunities in ...
[Camera continues to zoom into the windows of our building, dissolving to reveal a graphic of a cap and degree.]

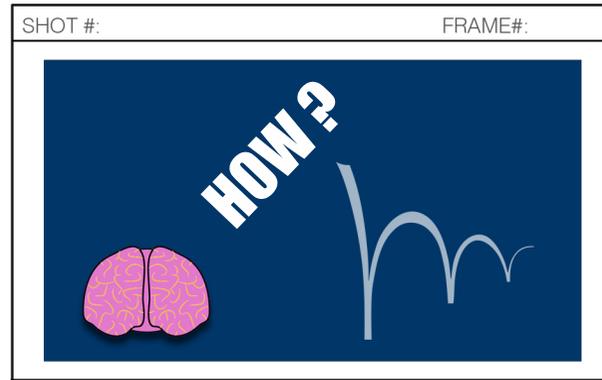


... accounting, finance, human resources, marketing, and supply chain management.
[Words animate over the cap and degree image.]

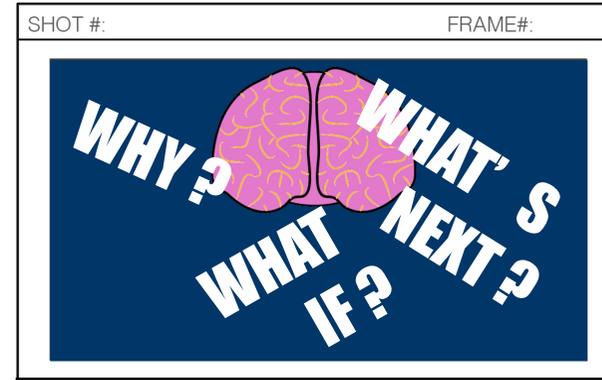
PROJECT NAME:



You'll develop these essential skills: critical thinking, collaboration, agility, adaptability, reflection and more. We refer to these as undergraduate competencies. [Our transformed classroom navigates the Undergraduate Competencies.]



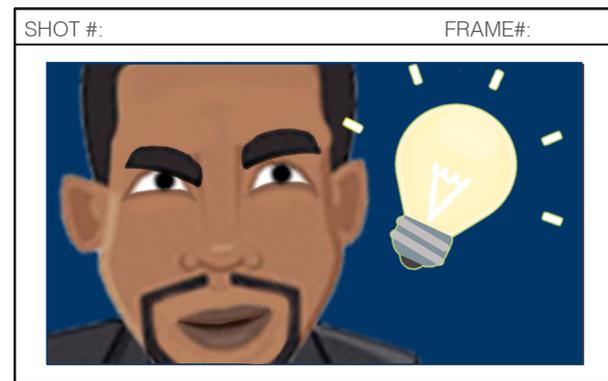
It's a fundamental shift from teaching the traditional "HOW a process or strategy is utilized"... [The word "How" bounces into the brain as it swells to engulf it. The brain grows a little bit bigger.]



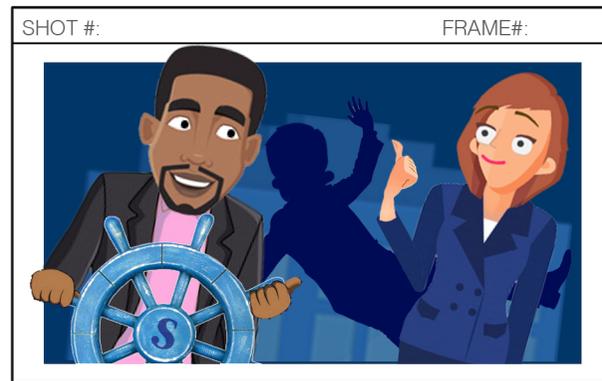
... to learning the WHY, WHAT IF - and WHAT'S NEXT ... [The words, "Why", "What If" and What's Next" get swallowed by the brain, and with each word - the brain gets exponentially bigger!]



[Our fully developed brain brings us back to our hero.]



... to successfully implement ideas and decisions. [He quickly develops fix to his current situation.]



Instructors act as "guides n the side" as they encourage you to pull from, and reflect upon your own lived experiences and make sense of your learning. [Our hero reacts quickly and turns the boat to the right as the teacher acknowledges his quick thinking.]

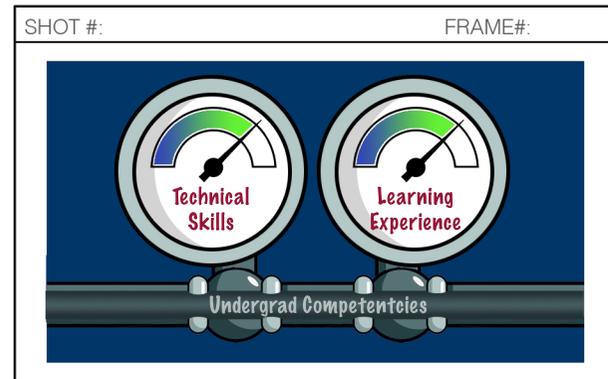


This purposeful engagement creates a more impactful experience for you as you reflect on who you are and who you're becoming. [Our hero displays a new level of confidence.]

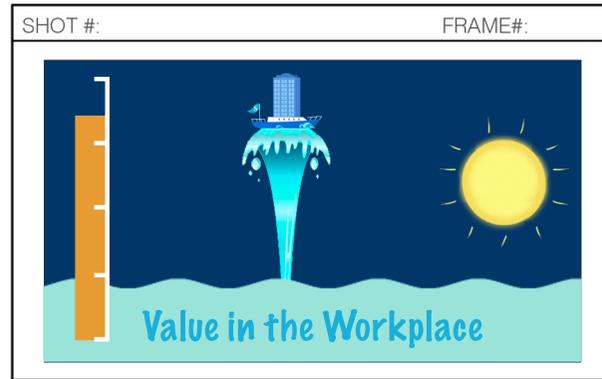


... - creating more meaningful personal goals within your career aspirations. [Screen slides out to the left as it is pushed in by a screen depicting a graph of Goal Success with a rapid improvement.]

PROJECT NAME:



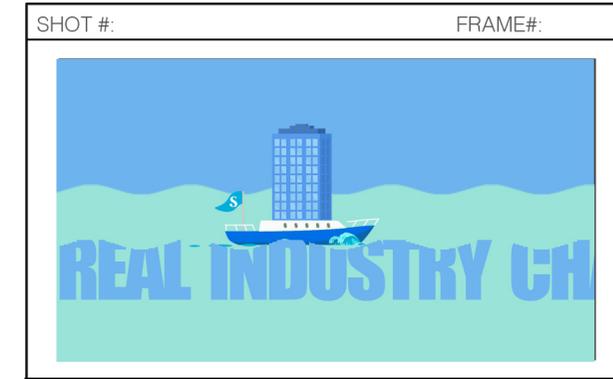
At the same time, in addition to developing necessary technical skills, you'll work with your professors to further deepen the learning experience through the integration of the undergrad competencies ... [A second screen pushes in from the right to show increases in Technical Skill and Learning Experience.]



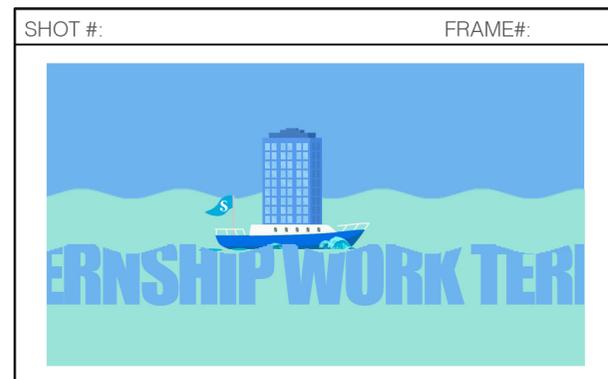
... you'll need to be successful young professionals and immediately add value in the workplace. The development of these undergrad competencies... [A third screen pushes in from right to show an increase in the Value in the Workplace.]



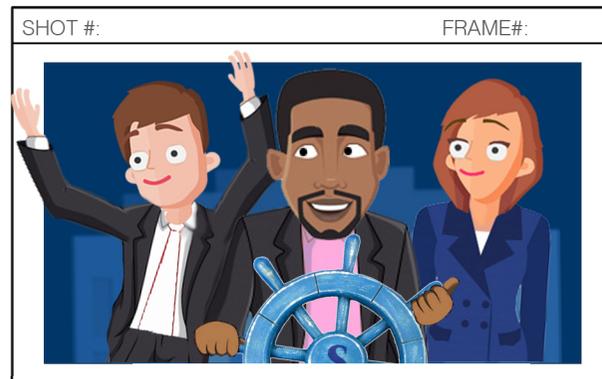
... is carefully woven into a variety of courses throughout the degree program. [Our other student has been fighting off sea sickness. The teacher goes to assist him and get him back on his feet.]



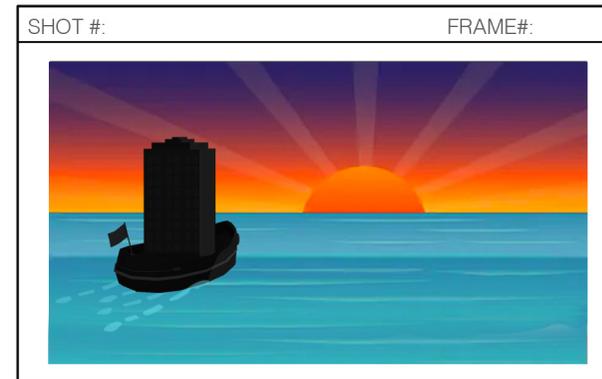
You'll also have an opportunity to further develop these competencies outside of the classroom with real industry challenges, [Our classroom / boat, continues to navigate the rough seas as the text "Real Industry Challenges" appears as waves.]



... by participating in the internship work term which is required to graduate. We aren't just helping you memorize facts. [More wave-words appear; "Internship Work Term".]



We're launching your career as a change maker and life-long learner, who can navigate your industry with skill, integrity, and passion. [All three of our characters are passionate and excited for the journey yet to come.]



Sheridan Pilon School of Business. Answering the How, the Why and the What If of a higher education...and giving you the tools to steer your way to a brighter future. [Our team rides off into the sunset, ready for whatever challenge may come their way.]



[The end.]