



PLAYING-TO-WIN STRATEGY

WHERE WE PLAY

Students

We target domestic and international students who want to launch, change, or accelerate their careers in Canada.

More Specifically, Our Ideal Students Are:

1. Mature students looking to change or accelerate their career.
2. International students looking for a better life in Canada.
3. Students looking to break into creative industries (film, television and near adjacencies).
4. Domestic students who have difficulty accessing the public higher education institutions.

Program Areas

We achieve these student outcomes by offering practical degrees that are transferable to the workplace, including accreditation on graduation or a clear path to industry “certification”.

These include:

1. Behavioral Sciences (Psychology, Counselling, Coaching).
2. Social Sciences (Business, Education, Leadership, Policy).
3. Creative Arts (Design, Film School / BCA).
4. IT in the future (e.g., AI, analytics, data science, cyber security).

WHERE WE DO NOT PLAY

Medical/Health Sciences
Law
Physical Sciences
(e.g., Engineering)
A full campus experience/facilities
Tier 1 academic prestige

HOW TO WIN

Offering **students the most-efficient and effective path to achieve their personal and professional outcomes** (e.g., change careers, move to Canada, get a job in the film industry, upgrade qualifications).

Our **obsessive focus on student outcomes** permeates all aspects of the student journey.

Other institutions can't or won't match YU due to inefficient bureaucracy (e.g., slow to launch new programs or adapt to hybrid learning) and powerful faculty that are primary focused on research, are ununionized and actively limit the size of student intakes.



YORKVILLE
UNIVERSITY

OUR WINNING ASPIRATION

Provide an exceptional post-secondary path for our students seeking life changing transformations.