

DEAN'S NEWS

December 2025



2025 Sport Week at Humber: Experiential Learning in Action

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HIGHLIGHTS:



Humber and NKUHT Students Collaborate on International Destination Marketing Project



Sport Management Students Take Entrepreneurship Beyond the Classroom



Grounds for Change Sustainability Hackathon: Student Ideas for Better Urban Spaces



DEAN'S MESSAGE

Colin Bartley | Acting Senior Dean
Longo Faculty of Business

As we wrap up the fall term, I'm pleased to highlight the remarkable work happening across the **Longo Faculty of Business** as students continue to apply their creativity and collaboration skills to real-world challenges.

Innovation at The Longo Centre for Entrepreneurship. (CfE) stood out this semester. Students showcased design thinking through the Institute of Innovation and Advanced Learning (IIAL) Brand Challenge and worked with peers from TU Dublin in the Grounds for Change Sustainability Hackathon to reimagine more welcoming urban spaces. Together, these initiatives show how students bring bold ideas forward with purpose and impact.

Experiential learning also took front and centre stage in Sport Management as Sport Week transformed the classroom into a hands-on environment. Students led events, engaged with employers, connected with alumni, and explored the future of community sport at the Toronto Sport Summit. It was a strong example of how applied learning helps students build confidence and industry-ready experience.

These achievements reflect the dedication of our students, faculty, and partners who champion experiential learning each semester. As we move into a new term, I look forward to seeing how these experiences inspire the next wave of innovation and leadership.

Read on for more December success stories.

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HLOs:



Spa Director Tavia Wilson visited Humber's Esthetician/Spa Management students to share real-world insights on leadership, client experience, and running a successful spa business.

See more >

HOSPITALITY & TOURISM

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Humber and NKUHT Students Collaborate on International Destination Marketing Project

HLOs:         

Throughout the fall semester, students in the business degree elective TOUR3000: International and Canadian Tourism, taught by Professor Anke Föller-Carroll, collaborated with students from Humber Polytechnic's partner institution, National Kaohsiung University of Hospitality and Tourism (NKUHT), as part of a Collaborative International Online Learning (COIL) experience.

[See more >](#)



Humber Hospitality and Tourism Students Shine at the 12th Annual GTHA Spirit Awards 2025

HLOs:          

On November 10th, Hospitality - Hotel and Restaurant Operations Management and Tourism - Travel Services Management students proudly volunteered at the 12th Annual Greater Toronto Hotel Association (GTHA) Spirit Awards, held at the Metro Toronto Convention Centre.

[See more >](#)

Students Experience True Hospitality in Downtown Toronto

HLOs:      

First-year Hospitality – Hotel and Restaurant Operations Management students embarked on an immersive overnight learning experience in downtown Toronto, designed to showcase the essence of hospitality and strengthen industry connections.

[See more >](#)



Celebrating Student Success in the Hospitality Industry

HLOs:     

Hospitality - Hotel and Restaurant Operations Management alumna, Trang Pham, made a memorable impression on visiting faculty by delivering exceptional service during their dinner.

[See more >](#)

SPORT, RECREATION & LEISURE

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2025 Sport Week at Humber: Experiential Learning in Action

HLOs:      

Sport Week transformed the traditional classroom into a dynamic hub of professional development and experiential learning for students in the Sport Management and Sport Business Management programs.

[See more >](#)





Sport Management Students Take Entrepreneurship Beyond the Classroom

HLOs:    

Students in Professor Sherri Branscombe's SPRT 306: Entrepreneurship course in the Sport Management program turned ideas into action.

[See more >](#)



MANAGEMENT & LEADERSHIP

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How Humber Hawk's Nathan Waithe Balances Basketball and Business Management

HLOs:     

For Nathan Waithe, choosing Humber Polytechnic was about more than finding the right program, it was about finding the right community.

See more >





How Humber Hawk's Evan Moreau Excels On and Off the Field

HLOs:     

For first semester Business Management student and varsity soccer standout Evan Moreau, choosing Humber Polytechnic was an easy decision.

[See more >](#)

ADVERTISING, DIGITAL & MARKETING

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Countdown to the Showcase: MGMT 4002, DigiPod, and Collaborative Aging in Action

HLOs:       

November 26th was a big day for the Product Management class, and the Digital Business Management program as a whole.

[See more >](#)



Students Develop 2026 Marketing Plans for Emerging Entrepreneurs

HLOs:      

Business - Marketing students partnered with the Longo Centre for Entrepreneurship (CfE) to develop comprehensive 2026 marketing plans for four emerging businesses.

[See more >](#)



Product Management in Practice: A Fireside Chat with Sherry Fodor

HLOs:   

On November 12th, Fourth-year Digital Business Management students in the MGMT-4002: Product Management course got the opportunity to hear from Sherry Fodor, Marketing Manager for Entripy.

[See more >](#)

LEGAL STUDIES & GOVERNMENT

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If You Believe It, You Can Achieve It

Saijack Zhu's journey from international student to aspiring criminal lawyer shows how resilience, hard work, and belief in oneself can transform challenges into academic and professional success.

[See more >](#)

CENTRE FOR ENTREPRENEURSHIP (CfE)

[Learn More >](#)



Longo CfE Entrepreneur Launches Yon Crochet

HLOs:   

From a personal passion to a purpose-driven startup, Yon Crochet is a student-founded business rooted in creativity, wellness, and accessibility.

[See more >](#)

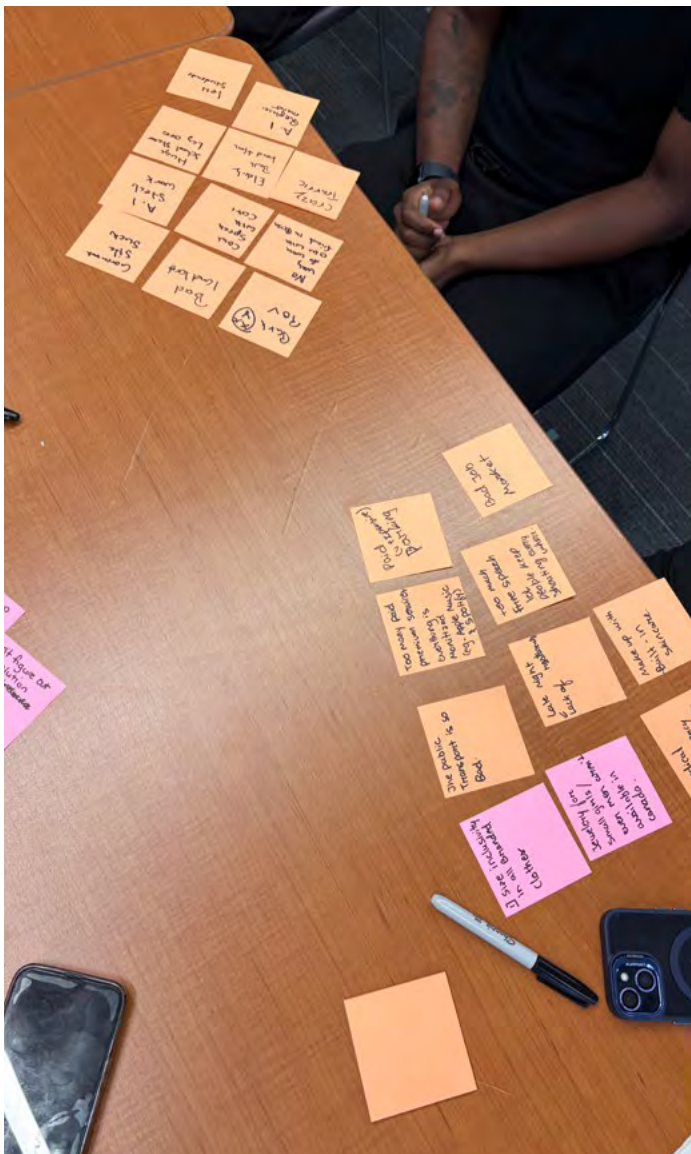
Grounds for Change Hackathon: Building Resilient Public Spaces

Grounds for Change Sustainability Hackathon: Student Ideas for Better Urban Spaces

HLOs:    

The Grounds for Change Hackathon was a collaboration with TU Dublin, Humber's Office of Sustainability, and Evergreen Brick Works.

[See more >](#)



Longo Family Be Your Own Boss (BYOB) Winter Program Now Open





HLOs:     

The Longo Family Be Your Own Boss (BYOB) Program is back, offering students a chance to turn early ideas into real momentum.

[See more >](#)



Reimagining Rent-to-Own: Student Innovation Re/Max Millennium Challenge


HLOs:    

On December 6th, student teams gathered for the Rent-to-Own Reinvention Challenge, a full-day competition hosted by the Longo Centre for Entrepreneurship (CfE) in partnership with the Re/Max Millennium team.

See more >

Social Media & Usability


Templates ensure cohesive branding across social media and clear usability within the organization.



Brand Kit in Action

Demonstrating how our visual identity operates across real tools

- slide templates
- report templates
- social media templates
- usability guidelines



Breaking down our palette

Do's:

- Prioritize high contrast for readability
- White text on deep blue for credibility cues
- Use green as an accent sparingly, to maintain sophistication

Don'ts:

- Avoid using light blue (#9BA6D4) as text
- White text on deep blue for credibility cues
- Avoid the use of the full palette in a single layout
- Avoid using both blues for text, select one per layout

HEX	RGB	CMYK	Usage
#FFFFFF	255, 255, 255		Ample white space is encouraged to maintain a clean, modern aesthetic
#9BA6D4	152, 166, 212		Use for secondary elements, use a 'floaty' or 'background' color
#1C519B	28, 81, 155		Use for headers, backgrounds, and high impact moments
#C4FE48	202, 254, 72		Use as an accent to highlight innovation, sustainability, or data in action
#0161E	1, 22, 30		Use for text, footers, navigation, and grounding elements

IIAL Brand Challenge Highlights Student Talent

HLOs:    

The Innovate & Elevate: IIAL Brand Challenge brought student teams together for a five-week virtual experience centered on creativity, collaboration, and strategic thinking.

See more >

CONTACT INFORMATION

Program-Specific Questions

Speak to the Program Co-ordinator about the course curriculum, projects and career options. Find your program in the search bar below to get the program co-ordinator contact information.

[Find your Program Co-ordinator here >](#)

Work-Integrated Learning – Student Recruiting

LongoFB.WIL@humber.ca

Job Postings

[Post a position >](#)

Longo Centre for Entrepreneurship (Longo CfE)

John Lam, Director
Longo Centre for Entrepreneurship
john.lam@humber.ca

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For more information, please contact
Longo Faculty of Business Inquiries at:
facultyofbusiness@humber.ca

Humber Learning Outcomes (HLOs)

The Humber Learning Outcomes (HLOs) icons identify the employability skills, mindsets, and values graduates need to succeed in the future of work and contribute meaningfully to their communities locally and globally.

[Learn more about HLO's here >](#)

-  Equity, Diversity, Inclusion & Belonging
-  Critical Thinking
-  Innovation
-  Systems Thinking
-  Communication
-  Professionalism
-  Sustainability
-  Collaboration
-  Leadership
-  Indigenous Ways of Being Knowing and Doing (IWBKD)
-  Digital Fluency
-  Strategic Problem-Solving