

# The Dean's News

Covering March 2023



Meet the 2023 BMO Launch Me Winners

[See more >](#)



Alvina Cassiani  
Senior Dean  
Longo Faculty of Business

## The Dean's Message

March was a whirlwind of activities, including an extensive lineup of industry networking events and cross-collaborative projects - all culminating with resounding achievements from our students and alumni.

The Work-Integrated Learning (WIL) Centre saw over five hundred students attend the Business and Marketing Career Fair to meet potential employers. We help students make the right connections while gaining the experience required to launch successful business careers.

Our esteemed faculty also took center stage this month to engage in interviews covering pressing topics ranging from labour shortages to food sustainability. Their expert perspectives on key industry issues help drive the future of innovative education at the **Longo Faculty of Business**.

Read on for highlights from hands-on field trips to the accomplishments of our exceptional faculty, including their latest published works.

**Read all of The Dean's News at [humber.ca/business/deans-news](https://humber.ca/business/deans-news)**

# Work-Integrated Learning (WIL)

[Learn more >](#)



## Hundreds of Students Attend Career Fair to Explore Job Opportunities and Network with Employers

Over five hundred students attended the Business and Marketing Career Fair to meet potential employers and explore work-integrated learning (WIL) prospects.

[See more >](#)



## Law Clerk and Paralegal Students Thrive at Speed Networking Event

The Work-Integrated Learning (WIL) Centre organized a highly successful Speed Networking event for Law Clerk and Paralegal students.

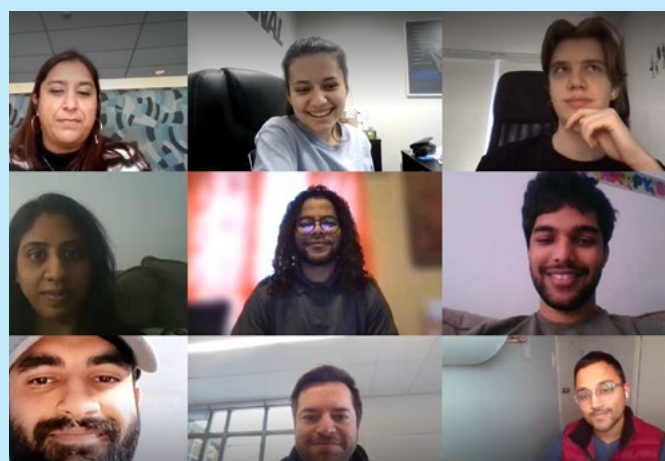
[See more >](#)



## International Practice Management Association Hosts Annual Meeting to Discuss Work-Integrated Learning Opportunities for Legal Programs

On March 27th, the Toronto Chapter of the International Practice Management Association (IPMA) held their annual meeting with representatives from Seneca College, Durham College, and Humber College.

[See more >](#)



## Fastenal Information Session Engages Business and Marketing Students

The Work-Integrated Learning (WIL) Centre hosted an information session with Fastenal Regional Recruiter Emma Carrique and saw active participation from students enrolled in Business and Marketing programs.

[See more >](#)



## Connecting Students with Industry: An Information and Recruitment Session with PowerBev and ColdHaus Direct

The Work-Integrated Learning (WIL) Centre hosted an information and recruitment session on March 16th for Business and Marketing students.

[See more >](#)



## Sherwin Williams Hosts Successful Pop-Up Booth at Lakeshore Campus to Recruit Talent

Sherwin Williams, a leading global manufacturer and seller of paints and stains, held a pop-up booth at the Lakeshore campus in a bid to attract top talent.

[See more >](#)

## Legal Clinic Provides Practical Career Advice for Paralegal Students

The Landlord's Self-Help Centre (LSHC) made a virtual presentation to Bachelor of Paralegal Studies students on March 22nd.

[See more >](#)



# Students Connect with Employers at the Insurance and Risk Career Fair

The Longo Faculty of Business hosted an Insurance and Risk Career Fair in partnership with the Insurance Institute of Canada (ICC), Career Connections, and the Insurance Brokers Association of Ontario (IBAO) at Humber's North Campus.

[See more >](#)

# Ernst & Young Engages with Students Pursuing Accounting and Finance Degrees for Internship Opportunities

On March 8th, a representative from Ernst & Young, a reputable accounting firm, visited the Lakeshore campus to engage with students pursuing their Bachelor of Commerce degrees in Accounting and Finance, who are intending to obtain their Chartered Professional Accountant (CPA) designation.

[See more >](#)



# Longo Centre for Entrepreneurship

[Learn more >](#)



## Meet the 2023 BMO Launch Me Winners

The Longo Center for Entrepreneurship (CfE) was proud to have had the opportunity to organize and host the Live Pitch and Celebration Event, where a total of \$130,000 in cash prizes was awarded to the BMO Launch Me competition finalists.

[See more >](#)



## Hospitality and Tourism Students Make Meaningful Connections at Alumni Event

On March 8th, the Hospitality and Tourism Management programs hosted a dynamic and engaging alumni event, featuring nine accomplished graduates who returned to campus to share their academic and career insights.

[See more >](#)

# Hospitality & Tourism

[View Related Programs >](#)



## Tourism Students Gain Real-Life Experience Through Trade Show

Tourism - Travel Services Management students recently organized a highly successful European Marketplace Trade Show.

[See more >](#)



## Hospitality Professor Discusses Labour Shortage on CP24

Hospitality & Tourism Management Professor and Program Co-ordinator, Kristy Adams, sat down for an interview with CP24 to discuss the current labour shortage affecting entry-level positions in the hospitality industry.

[See more >](#)



## Niagara Falls Trip Provides Experiential Learning Opportunity for Tourism Students

Accompanied by Professors Diane Keefe, Anke Foller-Carroll, and Liz Stevenson, Tourism - Travel Services Management students embarked on a field trip to Niagara Falls to explore a top international tourist destination.

[See more >](#)





## Hands-On Hospitality: Students Get Real-World Experience on Toronto Excursion

First-semester Hospitality – Hotel and Restaurant Operations Management students embarked on a two-day excursion to downtown Toronto, immersing themselves in the hospitality industry.

[See more >](#)



## Hotel and Restaurant Operations Management Students Generate Buzz for Humber Room as a Campus Dining Destination

On March 29th, the third semester Marketing 225 class of the Hospitality - Hotel and Restaurant Operations Management program organized a series of on-campus activations at Humber North Campus to raise awareness and promote dining at the Humber Room for lunch.

[See more >](#)

# Baking & Culinary

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## Culinary Professor Shares Expert Tips on Minimizing Food Waste

Culinary Professor and Chef Shonah Chalmers, known for her expertise and commitment to sustainability, was featured in an interview on CP24, where she shared tips on how the average consumer can extend their dollar at the grocery store by minimizing food waste.

[See more >](#)



# Advertising, Digital & Marketing

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## Fostering Inclusivity: Digital Business Management Students Participate in International Women's Day Networking Event

On March 8th, fourth-year Digital Business Management students Lubnaa Aamirah and Tabassum Hawlader celebrated International Women's Day by attending an industry event hosted by Snowflake in collaboration with AWS and Toronto Woman in Data Science, accompanied by Professor Hanadi Alnawab.

[See more >](#)

# Marketing Professor Releases Latest Book on Humber Press



Marketing Professor Mike Dover's latest book, "Dante's Infinite Monkeys: Technology Meets the 7 Deadly Sins" is now available to download and read from Humber Press.

[See more >](#)



## Cross-Program Collaboration Yields Sweet Results

Students and faculty from two programs at the Longo Faculty of Business have joined forces to create a unique collaborative project.

[See more >](#)

## Students Gain Insights from Industry Professionals in Digital Marketing and SEO

The Business - Marketing program invited two guest speakers to address students in Digital Marketing and Social Media courses, providing insights and inspiration from experts in the field of digital marketing.

[See more >](#)

# Accounting, Finance & Insurance

[View Related Programs >](#)



## Applied Systems Canada Celebrates Partnership with Insurance Management Program

Steve Whitelaw, Vice President and General Manager of Canada at Applied Systems Canada along with the Applied Systems team, visited the Insurance Management program to commemorate their partnership on March 27th.

[See more >](#)



## Northbridge Insurance Presents Career Opportunities to Insurance Management Students

Northbridge Insurance, a subsidiary of Northbridge Financial Corporation, visited Humber College to participate in the Insurance Management program's weekly Employer Showcase.

[See more >](#)

# Global & International

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## International Business Association Organizes Successful Panel Event on Navigating Cultural Differences in Business

The International Business Association (IBA) recently hosted its first in-person event since the pandemic, focusing on the theme of Managing Cultural Differences in Business.

[See more >](#)

## Karen Nair Shares Expertise and Empowers Women in Bangladesh

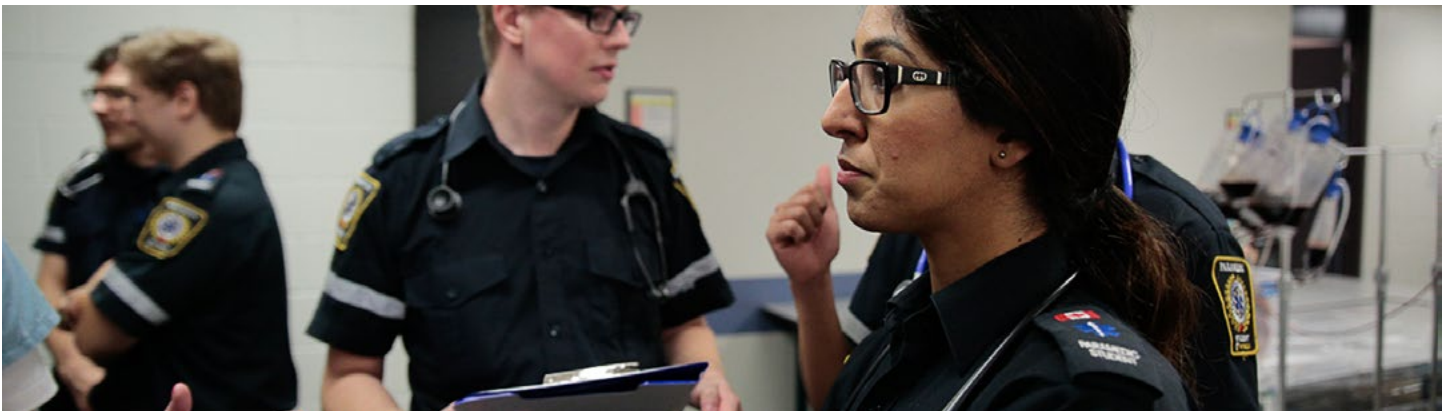
Karen Nair travelled to Bangladesh during Reading Week, where she presented at an International Conference on Education and Development hosted by Uttar Bangla College (UBC).

[See more >](#)

## Changing Lives on a Global Scale: Alumni in Humanitarian Relief

Humber's Paramedic diploma program and International Development (ID) graduate certificate program are producing graduates who are making significant contributions to emergency response and humanitarian relief fields.

[See more >](#)



## International Business Students Earn Honourable Mention in SAS Canada's 2023 Safe Roads Competition



A group of fourth-year International Business students achieved an honourable mention in the finals of the 2023 Safe Roads Competition.

[See more >](#)

# Management & Leadership

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## Networking and Advice Abound at Human Resources Management Alumni Panel Discussion

Fifteen esteemed alumni participated in the highly anticipated annual postgraduate Human Resources Management (HRM) Alumni Panel Discussion event, providing valuable insights and advice on the current job market for aspiring HR professionals.

[See more >](#)

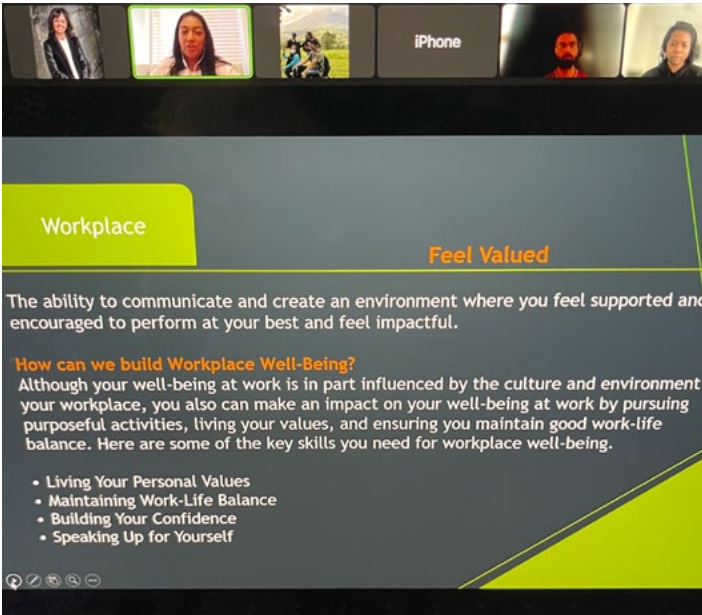




# Postgraduate Students Learn about Advancing Equity in Corporate Social Responsibility

More than 70 students from Fundraising Management, Public Administration, International Development, and Public Relations postgraduate programs participated in a special event featuring guests Olumide (Mide) Akerewusi and Jessica Kotzeff from AgentsC.

[See more >](#)



# HR Capstone Class Demonstrates Creative Problem-Solving through Design Thinking

Human Resources Management students in the HR Capstone Project course had the opportunity to delve into the world of Design Thinking.

[See more >](#)

# Manulife Talent Manager Shares Key Learnings on Wellness with Students

Human Resources Management Professor Lyndsay Hillier was thrilled to host Janani Kulasingam, Talent Management Manager at Manulife Financial, for an insightful discussion on wellness.

[See more >](#)



# Sport, Recreation & Leisure

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## Flash Sale Showcases PGM Students' Retail and Sales Expertise

A recent event at the E Concourse proved to be an exciting opportunity for students enrolled in the Professional Golf Management (PGM) program.

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# Fashion & Beauty

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## Professor Discusses Social Media's Role in Fashion Consumption on CBC News



CBC News interviewed Fashion Management Professor and Program Co-ordinator Francesca D'Angelo for her expertise on the impact of social media on fashion consumption.

[See more >](#)



# Paralegal, Law & Government

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## Paralegal Studies Student Accepted into Master's Program at Toronto Metropolitan University

Yasaman Ilaghi-Hosseini, a fourth-year Bachelor of Paralegal Studies student, has been accepted into the Master of Arts - Communication and Culture program at Toronto Metropolitan University.

[See more >](#)

## U.S. Consulate General Shares Career Path and Insights with Public Administration Students

On March 23rd, the Public Administration students in PPA 5500: International Trends in Public Administration were privileged to welcome United States Consulate General (USCG) representative, Susan Crystal, to Lakeshore Campus.

[See more >](#)



## Alternative Dispute Resolution Program Inspires Alumna to Create Pet Mediation Service

In 2021, Katie Mayerson, a seasoned professional with an honours Bachelor of Social Work, a Master of Education, and thirteen years of experience working at a community health centre in Toronto, decided it was time for a change.

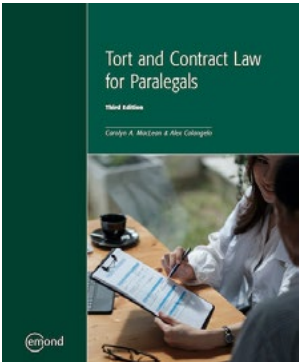
[See more >](#)



## Paralegal Studies Graduate Excels in National Undergraduate Mooting Competitions

Bachelor of Paralegal Studies alumna Elizabeth Hamilton has demonstrated exceptional mooting skills.

[See more >](#)



## Professor Publishes Tort and Contract Law Textbook

A new textbook co-authored by Business Law Professor Alex Colangelo has been released, providing an insightful and contemporary take on tort and contract law.

[See more >](#)

## 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 >](#)

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## Work-Integrated Learning – Student Recruiting

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## Job Postings

[Post a position >](#)

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## Longo Centre for Entrepreneurship (Longo CfE)

Cheryl Mitchell, Director  
Longo Centre for Entrepreneurship  
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 **HUMBER**  
Longo Faculty of Business

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# Contact Information

