

**WE ARE
UNLEASHING
AMBITION**

BUSINESS

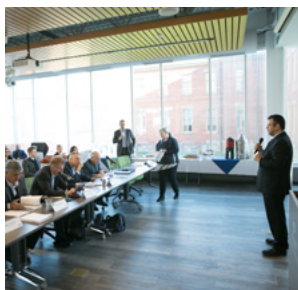


The Dean's Message

March did not go out like a lamb this year, it went from Lions, to Wolves, to World Water Day and High Fashion. Find out about the many successful student competitions and events held throughout April as our students give it all they have at the culmination of this semester.

Be sure to share your successes in the Dean's Newsletter. For submissions, visit business.humber.ca/content-submission and choose "The Dean's Newsletter".

**This is an interactive pdf*



Inside the Marketing Capstone - From the Lions Lair to the Wolves Den

In the final semester of the Bachelor of Commerce Marketing program, students are required to develop and present a strategic marketing plan for a Canadian enterprise. This cumulative project is a two-part series - the Lions Lair and the Wolves Den. The Marketing Capstone was also featured in Marketing Canada, a monthly publication of the Canadian Institute of Marketing.

Read more and watch the capstone video >

Finance Students Visit BMO's Annual General Meeting

Business Administration students represented Humber with pride as they met BMO's executive team including CEO William Downe, Vice Chairman Frank Techar, and the Board of Directors, before the Annual General Meeting.

Read more >



Infuse Magazine Celebrates Student Success

Humber is celebrating 50 years of student success. Infuse magazine is reflective of how we prepare students for the fashion industry. It is written and produced by Humber's Fashion Arts and Business diploma program students.

[Read more >](#)



Business School Open House a Success

Thank you to everyone who participated at our Open House on Saturday April 8th and for sharing your experiences with future Humber students.



Business Students take Café Wars to the Next Level

On April 7th a team of Humber Business Administration and Business Management students hosted 15 teams composed of 90 grade 12 business students from high schools across the GTA for an exciting opportunity to learn about small business management.

[Read more >](#)



Business Students Prepare Emergency Kits on World Water Day

This year, Humber students in the International Development program worked with GlobalMedic to assemble 1,700 kits containing water purification packets and hygiene supplies to support Syrian refugees.

[Watch the video to learn more >](#)



Connecting with Industry Professionals in Retail Management

On April 3rd, students interested in a career in retail management were invited to a presentation and information session led by TJX Canada representatives. This event gave students a look at the various roles and career pathways in retail operations. TJX representatives were able to answer questions to a large group as well as connect one-on-one with students.

Insights were shared and many students had a much better appreciation of retail management careers and their own retail experience.