

DEAN'S NEWS

**CHOOSE BUSINESS.
NOT BORING.**

**Fashion History Project:
Bridging Past Narratives to Present Innovation**

See more >



HIGHLIGHTS:

Digital Business Fusion: Exploring
Diverse Ventures Using
AI Chatbots

International Business Students
Attend Regent Debate Sponsored
by the C.D. Howe Institute

Transformative Discourse:
Paralegal Studies and Access
to Justice

DEAN'S MESSAGE

Alvina Cassiani | Senior Dean
Longo Faculty of Business

As we bid farewell to the Fall term, I am delighted to share the accomplishments of our students who have soared to new heights through their dedication and hard work.

The Longo Family Be Your Own Boss (BYOB) program wrapped up its seven-week workshop series, marking significant strides for our students as they transform their innovative ideas into opportunities. Simultaneously, the Innovate and Create Entrepreneurship (ICE) program celebrated the achievements of its Fall cohort with a memorable event, underscoring the entrepreneurial spirit that thrives within our academic community.

Throughout the semester, the infusion of artificial intelligence technology has been a driving force in our students' collaborative initiatives. From Digital Business Management students leveraging AI tools to elevate media content to promote their business concepts to Fashion Management students showcasing their creativity through AI store design prototypes — their entrepreneurial spirit knows no bounds.

Collaborations that have been particularly noteworthy were the Fashion Management and Digital Business Management students joining forces for the 'Fashion History Project' to explore fashion from diverse cultures and transform student narratives into historical displays that captivate and inspire.

We are kicking off 2024 with the continued promise of delivering business at its best, providing our students with the skills and experience they need to excel and innovate. Read on for more December success stories.

WE ARE
BUSINESS AT ITS BEST™



Longo Centre for Entrepreneurship (CfE)

[Learn more >](#)



Empowering Entrepreneurs: Be Your Own Boss Program Marks Journey's Beginning

HLOs:

The Longo Family Be Your Own Boss (BYOB) program recently concluded its seven-week workshop series at North Campus, marking the first significant strides for entrepreneurial students embarking on their journey to turn their ideas into an opportunity.

[See more >](#)



Innovate and Create Entrepreneurship Program's Fall Cohort Ventures Forward

HLOs:

The culmination of the Fall cohort of the Innovate and Create Entrepreneurship (ICE) program was marked by a celebratory event in December.

[See more >](#)

Hospitality & Tourism

[View Related Programs >](#)



Tour-Guiding Students Explore and Interpret Toronto's Distillery District

HLOs:    

Tourism - Travel Services Management Professor Kevin Smith led a group of enthusiastic tour-guiding students on a captivating field trip to downtown Toronto.

[See more >](#)

Cross-Program Collaboration Yields Tourist App Innovations

HLOs:      

Bachelor of Commerce – Digital Business Management students completed their first collaborative project with students from the TOUR 3000 – International and Canadian Tourism class.

[See more >](#)



Advertising, Digital & Marketing

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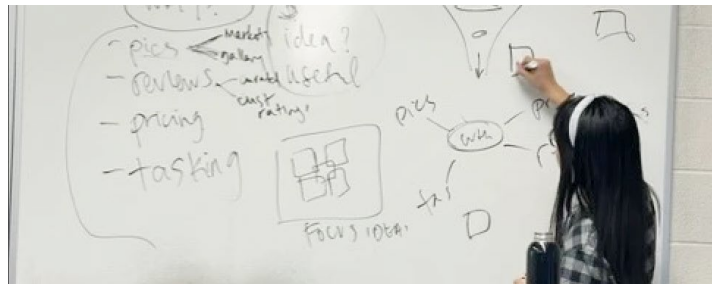


Digital Business Management Students Welcome Industry Leaders in Speaker Series

HLOs:     

In an enriching addition to the Fall 2023 Industry Speaker series, Bachelor of Commerce – Digital Business Management students welcomed two distinguished professionals from the industry.

[See more >](#)



Digital Business Fusion: Exploring Diverse Ventures Using AI Chatbots

HLOs:      

During the Fall 2023 semester, Bachelor of Commerce – Digital Business Management students embarked on a collaborative venture involving three diverse business concepts: Gen-nection, Mobile Café, and Vital Flavours.

[See more >](#)



Accounting, Finance & Insurance

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Building Futures: Northbridge Insurance Inspires Students

HLOs:  

Northbridge Insurance delivered an insightful presentation during the weekly Employer Showcase of the Insurance Management program.

[See more >](#)



Markel Canada's Industry Experts Showcase Multifaceted Careers in Insurance

The Markel Canada team visited Humber College and played a pivotal role as guest speakers for the Insurance Management students.

[See more >](#)



Insurance Management Graduate Secures an Underwriting Position at BrokerLink

Ayush Singal, a graduate of the Insurance Management program, has embarked on a promising career as an Underwriting Assistant at BrokerLink, a prominent player in the Canadian insurance brokerage landscape.

[See more >](#)



Global & International

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International Business Students Attend Regent Debate Sponsored by the C.D. Howe Institute

HLOs: 

A diverse group of students in the Bachelor of Commerce — International Business program joined Professor and Program Co-ordinator Pierre-Pascal Gendron in attending the C.D. Howe Institute-sponsored Regent Debate at the Fairmont Royal York Hotel on December 6th.

[See more >](#)



Fashion & Beauty

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Fashion History Project: Bridging Past Narratives to Present Innovation

HLOs:     

The Centre of Entrepreneurship (CfE) extended a work-study opportunity to Kaelani Do, a third-year Bachelor of Commerce — Fashion Management student, to spearhead the development of a website for the Fashion History Project.

[See more >](#)



Fashion Management Students Redefine Retail with AI Prototypes for the Salvation Army

HLOs:      

Fashion Management students showcased their virtual store design prototypes to the Salvation Army leadership team on December 20th, marking a successful interdisciplinary collaboration between the Longo Faculty of Business and the Faculty of Media and Creative Arts.

[See more >](#)

Journal of Paralegal Access to Justice

2023 EDITION

Paralegal, Law & Government

[View Related Programs >](#)

Transformative Discourse: Paralegal Studies and Access to Justice

HLOs:     

The Journal of Paralegal Access to Justice, edited by Professors Jasteena Dhillon and Bernard Aron from the Bachelor of Paralegal Studies provides insights into the individual challenges and societal barriers hindering access to justice for the most marginalized and what options can be considered to remedy this current situation by furthering the role of paralegals as social justice advocates.

[See more >](#)

CULINARY & BAKING SKILLS /DEMOS



Upcoming Events

Come see us at the National Home Show

Embark on a culinary journey with the Humber Longo Faculty of Business at the National Home Show from March 8 - 10 and 13 - 17!

Join us for exciting demonstrations presented by culinary students from Culinary Skills, Culinary Management and Baking & Pastry Arts programs. Students will be working alongside the expertise of Humber professor Chef Shonah Chalmers and other renowned guest chefs.

Make sure that you attend the Demo Sessions as our chefs reveal information about food sustainability and kitchen secrets during live demonstrations on knife skills, cooking methods, flavour building and more...

Use the code **HUMBER** for \$5 off General Admission tickets

GET YOUR TICKETS TODAY >

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

Antoniette Di Marco
416.676.6622 ext. 3662

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Job Postings

[Post a position >](#)

Longo Centre for Entrepreneurship (Longo CfE)

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**For more information, please contact
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Contact Information

