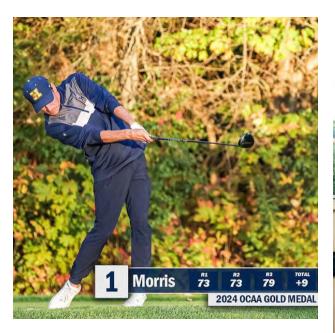


Longo Faculty of Business

Covering October 2024

DEAN'SNEWS



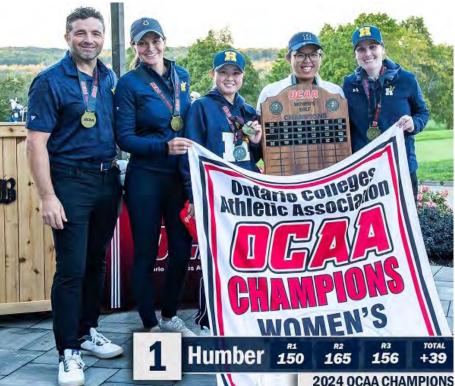
HIGHLIGHTS:

FGI X Fashion Art Toronto: A Night of Creativity, Connections, and Inspiration

International Students Explore Canadian Culture

The Longo Centre for Entrepreneurship Hosts Futuristic Fashion Hackathon in Partnership with Industry Leaders Professional Golf Management Students Excel at 2024 OCAA Golf Championships

See more >





humber.ca/business/deans-news



Longo Faculty of Business

DEAN'S MESSAGE

Alvina Cassiani | Senior Dean Longo Faculty of Business

As we enter the fall season, it's a great time to reflect on the accomplishments of our students and faculty. October has been filled with remarkable achievements, global learning opportunities, and industry connections that continue to shape the future of business education.

A highlight this month was the outstanding performance of our Professional Golf Management students, whose dedication to both their studies and their sport was on full display. Congratulations to Elaine and Matthew for their remarkable gold medal victory at the 2024 Ontario Colleges Athletic Association (OCAA) Golf Championships! Their success is a true reflection of the high standards of our program and the hard work they put into honing their craft.

Equally exciting is the launch of our new monthly 'Meet the Boss' series, where students and alumni share how they've harnessed entrepreneurial strategies to drive innovation and grow their own businesses. These inspiring stories offer valuable lessons for our students and demonstrate the diverse paths that a business education at the Longo Faculty of Business can open up.

Our global learning opportunities continue to thrive, with students embarking on life-changing study abroad experiences in destinations such as Denmark, France, Italy and Scotland. These programs are expanding our students' horizons, giving them the opportunity to engage with the world in meaningful ways.

As we reflect on these accomplishments, let us celebrate our shared success and continue to support one another as we strive for even greater achievements in the months ahead.

Stay tuned for more inspiring updates from our community!

WE ARE BUSINESS AT ITS BEST™



ACCOUNTING, FINANCE & INSURANCE

View Related Programs >



Industry Leaders Share Insights at Insurance Panel

On October 15th, the IMPG 5004: Insurance Marketing, Sales, and Customer Service course hosted an Industry Panel forum, which proved to be a resounding success.



Finance Student Achieves Top Score on CFA Exam

HLOs: 🚭 🕗 ᢙ

Fourth-year Bachelor of Commerce – Finance degree student Savneet has earned an impressive distinction, passing the Chartered Financial Analyst (CFA) Level 1 exam with a score ranking in the top ten percent of candidates worldwide.



Overcoming Challenges: A Student's Quest for Knowledge in Finance

HLOs: 🥘 📀 🚭 💋

Bachelor of Commerce – Finance degree student, Saliha, stands out for her resilience, determination, and passion for knowledge.

See more >



The Commonwell Mutual Insurance Group Supports Insurance Students with Snack Table Initiative

HLOs: 🥘

The Commonwell Mutual Insurance Group has launched a new initiative to support students in the Insurance Management – Property and Casualty program by funding a weekly snack table.

See more >



Insurance Management Graduate Secures Role as Associate Claims Advisor with Northbridge Insurance

Lovell Menezes, a graduate of the Insurance Management – Property and Casualty program, has been appointed as an Associate Claims Advisor with Northbridge Insurance.



ADVERTISING, DIGITAL & MARKETING

View Related Programs >

A Life-Changing Journey from Canada to Scotland: An Exchange Student's Experience

HLOs: 🌔 💿 🚭 💋

An exchange semester at Robert Gordon University in Scotland offered Third-Year Digital Business Management student Krizzia invaluable cultural immersion, personal growth, and lasting memories across Europe.



From Classroom to Career: A Student's Data Analytics Journey at Publicis HLOs: 😂 🥝 🔗 🧟 💋

On October 18th, 2023, Digital Business Management student Carla attended a WordPress Meetup at Humber, unaware that it would lead her to a summer co-op role.

See more >



Marketing Management Students Harness AI to Drive Sales for Campfire Circle



Marketing Management students in the MKTG 5009: Professional Selling course are using Artificial Intelligence (AI) to enhance their sales strategies this semester.



EMEDIABRANDS



Students Explore Career Pathways in Media through IPG Mediabrands Residency Program

HLOs: 💋 📿

Advertising – Media Management and Marketing Management students from Humber Polytechnic's Downtown and Lakeshore campuses attended an information session—both in-person and virtual—on IPG Mediabrands' The Residency 2025 program.







Discovering the World through Humber's Semester Abroad Exchange Program HLOS:

Fourth-year Digital Business Management student Ethan studied at the University of Salford in Manchester, England, gaining professional skills and cultural experiences.



FASHION & BEAUTY

View Related Programs >

FGI X Fashion Art Toronto: A Night of Creativity, Connections, and Inspiration

HLOs: 🅘 🥝

On October 10th, the FGI X Fashion Art Toronto event captivated attendees with a vibrant showcase of Canadian fashion and beauty trends at Indeed Laboratories. Explore two distinct perspectives from fashion students at the event and see how this inspiring evening sparked creativity and motivated the next generation of fashion industry leaders.

Read Sarah's Article >

Read Stephy's Article >









Fashion Arts and Business Students Support Local Community through Clothing Mart HLOs:

Eden United Church hosted a successful Community Clothing Mart aimed at providing affordable clothing to those in need, with all items priced at \$5 or less. The event featured a wide selection of new and lightly used clothing, generously donated by community members.

See more >



Fall 2024: Fashion Management Students Unveil Window Display Project



At the intersection of Kipling Avenue and Lakeshore Boulevard, the Fashion Institute's glass facade has been transformed to welcome fall with a captivating new display.

HOSPITALITY & TOURISM

View Related Programs >



Hospitality and Tourism Students Receive Hands-On Learning in Toronto's Travel Sector

HLOs: 🚭 🥝 🕖

In the HTOM 5000: Principles of Tourism and Hospitality course, led by Professor Anke Föller-Carroll, students are equipped with essential skills for successful careers in Canada's travel and tourism sector, particularly within the vibrant Toronto market.

See more >

Tuani Tours Engages Students in Real-World Marketing Challenge



In the TRAV 219: Marketing Tourism Product course, taught by Professor Anke Föller-Carroll, students were tasked with developing strategic marketing plans to promote intangible service products to specific target markets.

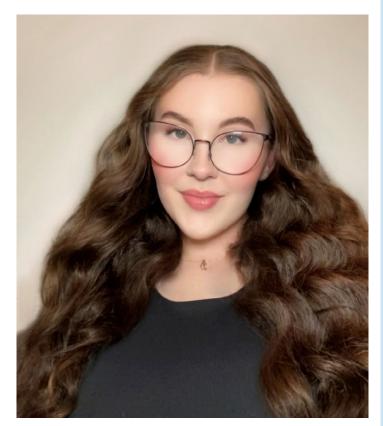






Inside ADRIC's 50th: A Student Perspective on the Future of Alternative Dispute Resolution

The Alternative Dispute Resolution Institute of Canada (ADRIC) National Conference offered ADR student, Meha, a unique opportunity to learn from industry leaders and engage in discussions on mentorship while reinforcing the demand for ADR skills across various sectors.



From Paralegal to Alternative Dispute Resolution: A Journey of Passion and Purpose

During her studies in the Paralegal Education diploma program from 2021-2023, Devyn encountered a pivotal turning point: a mandatory course titled BCTA 251: Mediation and Arbitration: Alternative Dispute Resolutions led to a trusted professor encouraging her to consider a career in Alternative Dispute Resolution (ADR) over the traditional paralegal path.





Paralegal Studies Graduate Excels in Municipal Government Role

Olga, an Honours graduate of the Bachelor of Paralegal Studies program, has successfully embarked on a career in municipal government.

SPORT, RECREATION & LEISURE

View Related Programs >

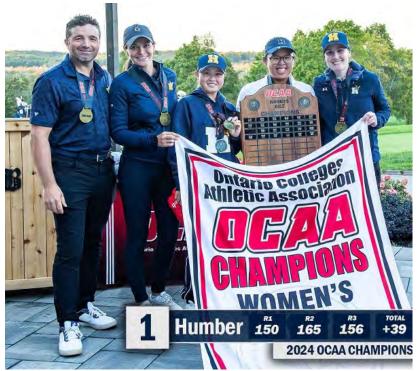


Professional Golf Management Students Excel at 2024 OCAA Golf Championships

HLOs: 💋 🕗 🔕

Professional Golf Management – Business Administration students Elaine and Matthew clinched gold at the 2024 Ontario Colleges Athletic Association (OCAA) Golf Championships.









Annual Professional Golf Management Golf Tournament Highlights Success in Scholarship Fundraising

HLOs: 🥝 💋 🕗

Students, faculty, and alumni from the Professional Golf Management program came together for their annual golf tournament, a key event dedicated to raising funds for PGM student scholarships.



HUMBER Professional Golf Management



MEET THE BOSS





Triple Bogey Brewing: How Professional Golf Management Graduate Geoff Tait Tees Up for Success

Geoff Tait, a Professional Golf Management – Business Administration alumnus, has become one of the most innovative and respected entrepreneurs in Canada's golf industry.



From Classroom to Commerce: Professional Golf Management Students Launch Clothing and Merchandise Brand

HLOs: 🥝 🚺 🔕 🕒

See more >

Professional Golf Management – Business Administration students Jason Blackburn and Stephen Ryan, have successfully launched Blackfire Golf, a clothing and merchandise brand tailored for the golf community.

Meet Aria Bianco: Founder of Nidolio and 2024 Be Your Own Boss Winner

Aria Bianco, founder of the innovative aromatherapy jewelry brand Nidolio, is making waves in the entrepreneurial world with her unique "perfume-in-a-necklace" concept.

See more >



Hospitality and Tourism Operations Management Graduate Finds Success in Toronto's Culinary Scene

Akshat Chawla, a graduate of the Hospitality and Tourism Operations Management program, exemplifies the entrepreneurial spirit fostered by his education.

GLOBAL OPPORTUNITIES

Learn more >







International Students Explore Canadian Culture

HLOs: 🧑 💋

This fall, the Longo Faculty of Business offered three groups of students a series of enriching cultural excursions across Toronto.







"What is Sustainable?" at the KEA Charrette

Participating in the KEA Charrette at the Copenhagen School of Design and Technology in Denmark was a transformative experience, as Humber students joined a remarkable group of peers and educators from ten different countries to explore the question, "What is sustainable?" in collaboration with advisors and local businesses.



Humber Hosts Indonesian Students for Cultural and Academic Exchange

HLOs: 🥘 🚭 🥝 🚺

In August, the Longo Faculty of Business, in collaboration with Humber Global, welcomed thirteen students from the Indonesian International Student Mobility Awards (IISMA) program.

See more >



Celebrating Gratitude: Thanksgiving Dinner Unites Global Students



On October 3rd, the Longo Faculty of Business hosted a Thanksgiving dinner at Toronto's Old Mill, uniting Senior Dean, Associate Deans, faculty leaders, and international students from the Indonesian International Student Mobility Awards (IISMA), Taiwan's National Kaohsiung University of Hospitality and Tourism (NKUHT), and broader International Exchange programs.

See more >



Humber Polytechnic and Taiwan's National Kaohsiung University of Hospitality and Tourism Celebrate Successful Partnership Milestones

HLOs: 🥘 🚭 💋 🥝

Great things are happening within the Longo Faculty of Business partnership with the National Kaohsiung University of Hospitality and Tourism (NKUHT) in Taiwan.



Learn more >

Discovering Fashion's Global Influence: Work-Integrated Learning in Florence, Italy

HLOs: 📀 🧧

This past summer, students from the Fashion Arts and Business diploma, Fashion Management graduate certificate, and Bachelor of Commerce – Fashion Management programs participated in an enriching work-integrated learning (WIL) experience at Florence University of the Arts (FUA) in Italy.

CONTINUOUS PROFESSIONAL LEARNING (CPL)

Learn more >



ACCES Employment and the Longo Faculty of Business Celebrate Digital Marketing Connections Graduation

HLOs: 🍥 🚭 🥝 💋 🕒 🕗

ACCES Employment celebrated the second of three graduation ceremonies for its 2024 Digital Marketing Connections program in partnership with the Longo Faculty of Business.

See more >



World Vision and Humber Polytechnic Celebrate Milestone Graduation

HLOs: 🤭 🚭 🕗 🔕 🕗

World Vision celebrated the first graduation of its global Cash Academy program in partnership with Humber Polytechnic, marking a significant step in their collaboration launched in the summer of 2024.

LONGO CENTRE FOR ENTREPRENEURSHIP (CFE)

Learn more >

The Longo Centre for Entrepreneurship Hosts Futuristic Fashion Hackathon in Partnership with Industry Leaders

HLOs: 💿 🥝 🦿

The Longo Centre for Entrepreneurship held the Futuristic Fashion Hackathon and Challenge in collaboration with Myant, NGen, Experience Ventures, and the Government of Canada.



Longo Family Be Your Own Boss Series Advances Entrepreneurial Ambitions

HLOs: 📀 💋 📀

The Longo Family Be Your Own Boss (BYOB) Series concluded its in-person sessions at Humber Polytechnic's Lakeshore Campus, with participants now refining their business ideas in preparation for the upcoming BYOB video pitch competition, which is officially open for submissions.

See more >



BMO Launch Me Program Draws Entrepreneurs for Workshops and Competition HLOs:

The BMO Launch Me Program began its first online session, drawing a large group of enthusiastic students and alumni eager to learn the essentials of launching and operating successful businesses.



Building Future Innovators: Entrepreneurial Skills at the Barrett Centre for Technology and Innovation HLOs: 🚭 🔕 🖎

The Longo Centre for Entrepreneurship (CfE) team led a series of Entrepreneurial Skills Workshops for student staff members at the Barrett Centre for Technology and Innovation (BCTI).

See more >



The Longo Centre for Entrepreneurship Celebrates Halloween with FUNtrepreneurship Social

HLOs: (2) (3) On Halloween day, the Longo Centre for Entrepreneurship (CfE) and the Idea Lab teamed up to host a lively Halloween social, aimed at fostering creativity and entrepreneurial spirit.



Saxion University Joins Longo Centre for Entrepreneurship to Support Women Entrepreneurs

The Longo Centre for Entrepreneurship (CfE) welcomed representatives from Saxion University of Applied Sciences in the Netherlands to explore a collaborative initiative aimed at advancing women's entrepreneurship.

See more >



The Longo Centre for Entrepreneurship Highlights Experiential Learning Initiatives at National Conference

The Longo Centre for Entrepreneurship (CfE) team participated in the Experience Ventures National Conference, a platform for strategic planning, collaboration, and networking with educational partners for the upcoming year.

See more >



The Longo Centre for Entrepreneurship Welcomes New Community Engagement Team Members

The Longo Centre for Entrepreneurship (CfE) is pleased to introduce two new members to its team, dedicated to fostering student engagement and entrepreneurial learning across Humber Polytechnic.

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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CONTACT INFORMATION

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 >



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