

# DEAN'S NEWS



Professional Golf Management Students Excel at 2024 OCAA Golf Championships

[See more >](#)



## 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



# 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

HLOs:   

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.

[See more >](#)



## Finance Student Achieves Top Score on CFA Exam

HLOs:   

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.

[See more >](#)



## 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.

[See more >](#)



# ADVERTISING, DIGITAL & MARKETING

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## 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.

[See more >](#)





## 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

**HLOs:**     

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

[See more >](#)



# 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.

[See more >](#)



# 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.

[See more >](#)





# 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

HLOs:      

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.

[See more >](#)



# HOSPITALITY & TOURISM

[View Related Programs >](#)

## Tuani Tours Engages Students in Real-World Marketing Challenge

HLOs:      

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.

[See more >](#)



## 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 >](#)



## LEGAL STUDIES

[View Related Programs >](#)

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

HLOs:     

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.

[See more >](#)





## 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.

[See more >](#)



## 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.

[See more >](#)

# 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.

[See more >](#)







## 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.

[See more >](#)







## 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.

[See more >](#)





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

HLOs:    

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.

[See more >](#)



## 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.

[See more >](#)

# 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.

[See more >](#)







## "What is Sustainable?" at the KEA Charrette

**HLOs:**        

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.

[See more >](#)





## 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

HLOs:   

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.

[See more >](#)





## WORK-INTEGRATED LEARNING (WIL)

[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.

[See more >](#)

# 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.

[See more >](#)





# 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.

[See more >](#)





## 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.

[See more >](#)





# 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:  

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.

[See more >](#)



## 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.

[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

Antoniette Di Marco  
416.676.6622 ext. 3662

[antoniette.dimarco@humber.ca](mailto:antoniette.dimarco@humber.ca)

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## Job Postings

[Post a position >](#)

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## Longo Centre for Entrepreneurship (Longo CfE)

John Lam, Director  
Longo Centre for Entrepreneurship

[john.lam@humber.ca](mailto:john.lam@humber.ca)

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## Global Learning Opportunities

Experiencing life as a student in a different country will expose you to a new culture, food, history, and possibly a new language. The experiences you have will also positively influence your future education choices and your career path.

For more information please email the International Partnerships and Student Mobility Advisor - Rosie Lima

[rosie.lima@humber.ca](mailto:rosie.lima@humber.ca)

# CONTACT INFORMATION

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## 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



Sustainability



Critical  
Thinking



Collaboration



Innovation



Leadership



Systems  
Thinking



Indigenous Ways of  
Being Knowing and  
Doing (IWBKD)



Communication



Digital Fluency



Professionalism



Strategic  
Problem-Solving



Longo Faculty of  
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**For more information, please contact  
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