

DEAN'S NEWS

**CHOOSE BUSINESS.
NOT BORING.**

**Humber Triumphs at ACE Canada Nationals 2024
Case Competition**
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HIGHLIGHTS:

Students Tackle Real-World
Challenges Through Hackathons

Marketing and Advertising Students
Partner with MLSE and Campfire
Circle for Charity

Humber and Yorkdale Collaboration:
A Lunar New Year Delight!

DEAN'S MESSAGE

Alvina Cassiani | Senior Dean
Longo Faculty of Business

As we begin a new calendar year with all the excitement that comes with fresh starts and renewed resolutions, we continue to mark stories of achievement that underscore business at its best.

The ACE (Achieve, Connect, Empower) Humber team soared to victory in the RBC Insurance Challenge category at the ACE Canada Nationals 2024 Case Competition, a testament to their hard work and dedication to leadership.

Students at the Longo Centre for Entrepreneurship (CfE) showcased their entrepreneurial prowess through a series of hackathons and the Longo Family Be Your Own Boss (BYOB) program, embodying our commitment to hands-on learning experiences.

Our students' educational journey was further enriched through partnerships with industry leaders, as demonstrated by the collaboration between Fashion Management students and Yorkdale Shopping Centre with a goal to create a Lunar New Year gift guide. Marketing Management and Advertising - Media Management students teamed up with Maple Leaf Sports and Entertainment (MLSE) and Campfire Circle to promote Marlies tickets, with proceeds supporting the Campfire Circle charity.

These accomplishments show how our educational framework and entrepreneurial spirit serves as a catalyst for students, professors, and alumni to reach their goals in business.

Be sure to explore more highlights, from enriching class field trips to inspiring graduate success stories.

WE ARE
BUSINESS AT ITS BEST™





Longo Centre for Entrepreneurship (CfE)

[Learn more >](#)



Humber Triumphs at ACE Canada Nationals 2024 Case Competition

HLOs:      

ACE (Achieve, Connect, Empower) Humber, formerly known as Humber DECA, clinched victory in the RBC Insurance Challenge category at the ACE Canada Nationals 2024 Case Competition.

[See more >](#)

Humber College's Entrepreneurship Commitment Spotlighted at USASBE Conference

Longo Centre for Entrepreneurship (CfE) Director, John Lam, showcased Humber's commitment to entrepreneurship education on a global platform at the United States Association for Small Business and Entrepreneurship (USASBE) Conference in Birmingham, Alabama.

[See more >](#)



Longo Family Be Your Own Boss Program Offers Dual-Campus Sessions For Students

HLOs:   

For the first time in the history of the Longo Centre for Entrepreneurship (CfE), the Longo Family Be Your Own Boss (BYOB) program has expanded its reach by simultaneously offering sessions at both North Campus and Lakeshore Campus.

[See more >](#)

Students Tackle Real-World Challenges Through Hackathons

HLOs: 

Students at the Longo Centre for Entrepreneurship (CfE) are tackling a diverse array of real-world challenges through hackathons in partnership with Experience Ventures and key industry players like Daily Bread Food Bank, Golf Ontario, and Golf Canada.

[See more >](#)



Empowering Entrepreneurs: Highlights From Fall 2023 Longo Innovate & Create Entrepreneurship Alumni

HLOs: 

The Winter 2024 term of the Longo Innovate & Create Entrepreneurship (ICE) program is underway, but let's take a moment to catch up with the achievements of some entrepreneurs from the Fall 2023 cohort.

[See more >](#)



Work-Integrated Learning (WIL)

[Learn more >](#)



Bridging Industries with Humber Talent: CIBPA Hosts Exclusive Networking Event at Harry Rosen

HLOs:    

The Canadian Italian Business and Professional Association of Toronto (CIBPA) hosted an exclusive Harry Rosen Evening at the flagship Harry Rosen store in Yorkville.

[See more >](#)



Celebrating Success: Placement Advisor Releases Second Book

The Longo Faculty of Business Work-Integrated Learning (WIL) Centre proudly announces the publication of Sanjukta Das's second book, *The Trivial And The Perfect: Echoes Of Existence*.

[See more >](#)



Osler, Hoskin & Harcourt LLP Empowers Legal Students at Guest Speaker Event

HLOs:   

The Work-Integrated Learning (WIL) Centre, in collaboration with the Humber Legal Association (HLA), hosted an engaging panel presentation by Osler, Hoskin & Harcourt LLP.

[See more >](#)

Accounting, Finance & Insurance

[View Related Programs >](#)

Insurance Management Students Visit Intact Financial Corporation

HLOs:   

Insurance Management students had the privilege of visiting the head office of Intact Financial Corporation in Toronto for an enriching day focused on learning and networking.

[See more >](#)



Finance Alumni Offer Career Guidance to Students

HLOs:  

The Humber Finance Society (HFS) organized an alumni panel event for Bachelor of Commerce – Finance degree students on January 23rd.

[See more >](#)



Alumna Receives Prestigious Academic Awards from the Insurance Institute of Canada

Insurance Management graduate, Sunny Copok, has been honoured with multiple academic accolades from the Insurance Institute of Canada (IIC) for her outstanding performance in the Chartered Insurance Professional Program (CIP) during the year 2023.

[See more >](#)

Insurance Management Alumnus Excels as Risk Manager and Educator

Insurance Management graduate, Philip Kountouris, embarked on a journey to British Columbia, where he established a career as an Insurance and Risk Manager at Broadstreet Properties, a role that places him as the in-house expert overseeing a portfolio exceeding two billion in properties.

[See more >](#)





Advertising, Digital & Marketing

[View Related Programs >](#)



COIL Collaboration: Marketing Students Explore the Future of Miele's Digital Touchpoints

HLOs:       

During the Fall 2023 semester, Bachelor of Commerce – Marketing degree students participated in a Collaborative Online International Learning (COIL) project as part of their Global Marketing course.

[See more >](#)

Marketing and Advertising Students Partner with MLSE and Campfire Circle for Charity

HLOs:    

Marketing Management and Advertising - Media Management students, under the guidance of Professor Angelica Ambrosini, participated in a sales training session in collaboration with Maple Leaf Sports and Entertainment (MLSE) and Campfire Circle.

[See more >](#)



Diverse Speaker Series: Connecting Academia with Industry

HLOs:      

To bridge academia and industry, the Digital Business Management program has teamed up with The Toronto WordPress Group to introduce the Diverse Speaker Series.

[See more >](#)



Experts from Google Canada and Groupe Dynamite Share Marketing Strategies with Students

HLOs:   

Bachelor of Commerce – Marketing degree students in the MKTG 4007: Advertising and Public Relations class had the privilege of gaining valuable insights from industry experts in two interactive sessions.

[See more >](#)



Fashion & Beauty

[View Related Programs >](#)

Humber and Yorkdale Collaboration: A Lunar New Year Delight!

HLOs:

Beginning the semester with a flourish, this year's Bachelor of Commerce – Fashion Management students in the FASH 2500: Fashion Industry Analysis class embarked on an exciting collaboration with Yorkdale, Canada's premier shopping center, to craft a Lunar New Year gift guide tailored to Yorkdale's clientele.

[See more >](#)



Networking Event Facilitates Collaboration Across Programs

HLOs:  

On January 24th, students from the Cosmetic Management, Fashion Arts and Business, and Photography diploma programs convened for a networking event to develop professional connections.

[See more >](#)



Fashion Student Named Inaugural Fashion Revolution Ambassador at Humber

HLOs:       

In a landmark achievement, Naledi Kasipo, a Bachelor of Commerce - Fashion Management student, has been appointed as the inaugural Fashion Revolution Student Ambassador at Humber College.

[See more >](#)



Crafting Authenticity: 'Raveyard' TV Pilot Showcases Interdisciplinary Talent

HLOs:    

Humber's Broadcast Television/Videography and Cosmetic Management students collaborated on the production of the thrilling television pilot 'Raveyard'.

[See more >](#)



Crafting Innovation and Sustainability: A Peek Inside MOB Beauty's Lab

HLOs:  

Cosmetic Management graduating student, Sharmishta Varma, delved into the realm of makeup innovation and sustainability by reconnecting with Victor Casale, Co-Founder and CEO of MOB Beauty.

[See more >](#)

Sports, Recreation & Leisure

[View Related Programs >](#)

Professional Golf Management Students Dive into Retail Merchandise Buying Exercise

HLOs:   

Students in the Professional Golf Management – Business Administration program engaged in a practical exercise centred on retail merchandise buying within the campus Golf Lab retail space.

[See more >](#)



Paralegal, Law & Government

[View Related Programs >](#)

Paralegal Alumna Accepted into Dalhousie Law School

Bachelor of Paralegal Studies 2021 honours graduate, Olesya Chiloach, was the first graduate to be accepted for admission to the Schulich School of Law at Dalhousie University.

[See more >](#)

Management & Leadership

[View Related Programs >](#)



Business Management Students Gain Insight at Empire Club's Annual Financial Outlook Forum

HLOs:   

A group of students from the Global Business Management and Business Management – Entrepreneurial Enterprise graduate certificate programs attended the Empire Club's Annual Financial Outlook Forum.

[See more >](#)

CULINARY & BAKING SKILLS /DEMOS



Upcoming Events

Come see us in action at the National Home Show March 8-10 & 13-17, 2024

Join us for skills sessions presented by students and alumni from Culinary Skills, Culinary Management and Baking & Pastry Arts programs, as they team up with Chef Shonah Chalmers to showcase knife skills, sustainable food tips, flavour enhancement techniques, cooking methods and more!

Don't miss our demo sessions to see renowned guest chefs prepare full recipes with samples to share.

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

antoniette.dimarco@humber.ca

Job Postings

[Post a position >](#)

Longo Centre for Entrepreneurship (Longo CfE)

John Lam, Director
Longo Centre for Entrepreneurship

john.lam@humber.ca

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

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 >](#)



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



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**For more information, please contact
Longo Faculty of Business Inquiries at**

[>](mailto:facultyofbusiness@humber.ca)