

# DEAN'S NEWS

**CHOOSE BUSINESS.  
NOT BORING.**

**Marketing Students Triumph in Safe Roads Competition  
with Data-Driven Analysis and Recommendations**

**See more >**



## **HIGHLIGHTS:**

Hospitality Students Offer  
Insights on Exclusive Fairmont  
Networking Event

Culinary Delights for a Cause:  
Humber Team Gives Back at  
TCI Harvest Party

Entrepreneurial Enterprise  
Students Take on Commercial  
Retail Renewal Challenge:  
Atrium Toronto Collaboration

# DEAN'S MESSAGE

Alvina Cassiani | Senior Dean  
Longo Faculty of Business

Welcome professors, staff, and students to a new academic year at the **Longo Faculty of Business**. With a fall start, comes fresh new opportunities: Hospitality students forged meaningful connections with industry professionals at the Fairmont Networking Event, Fashion students volunteered at the 'Fashion on Fire' show to support the Arthritis Society Canada, and the Fall Hackathon challenged participants to devise innovative solutions for everyday student challenges.

We are pleased to announce Navacord's partnership with the Insurance Management program. At the core of this collaboration lies a \$25,000 donation for a program scholarship that aims to recognize academic excellence while also providing financial assistance to Insurance students.

Congratulations to the Bachelor of Commerce – Marketing degree students who secured the top spot in the 2023 Safe Roads Competition. This marks the third victory for Professor Na Sui's students within the competition's five-year history - a true testament to business excellence.

Our highly experienced professors continue to guide students to success in and out of the classroom, as well as continuing to represent business at its best. Read on for more September success stories.

**WE ARE**  
**BUSINESS AT ITS BEST™**





# Longo Centre for Entrepreneurship (CfE)

[Learn more >](#)

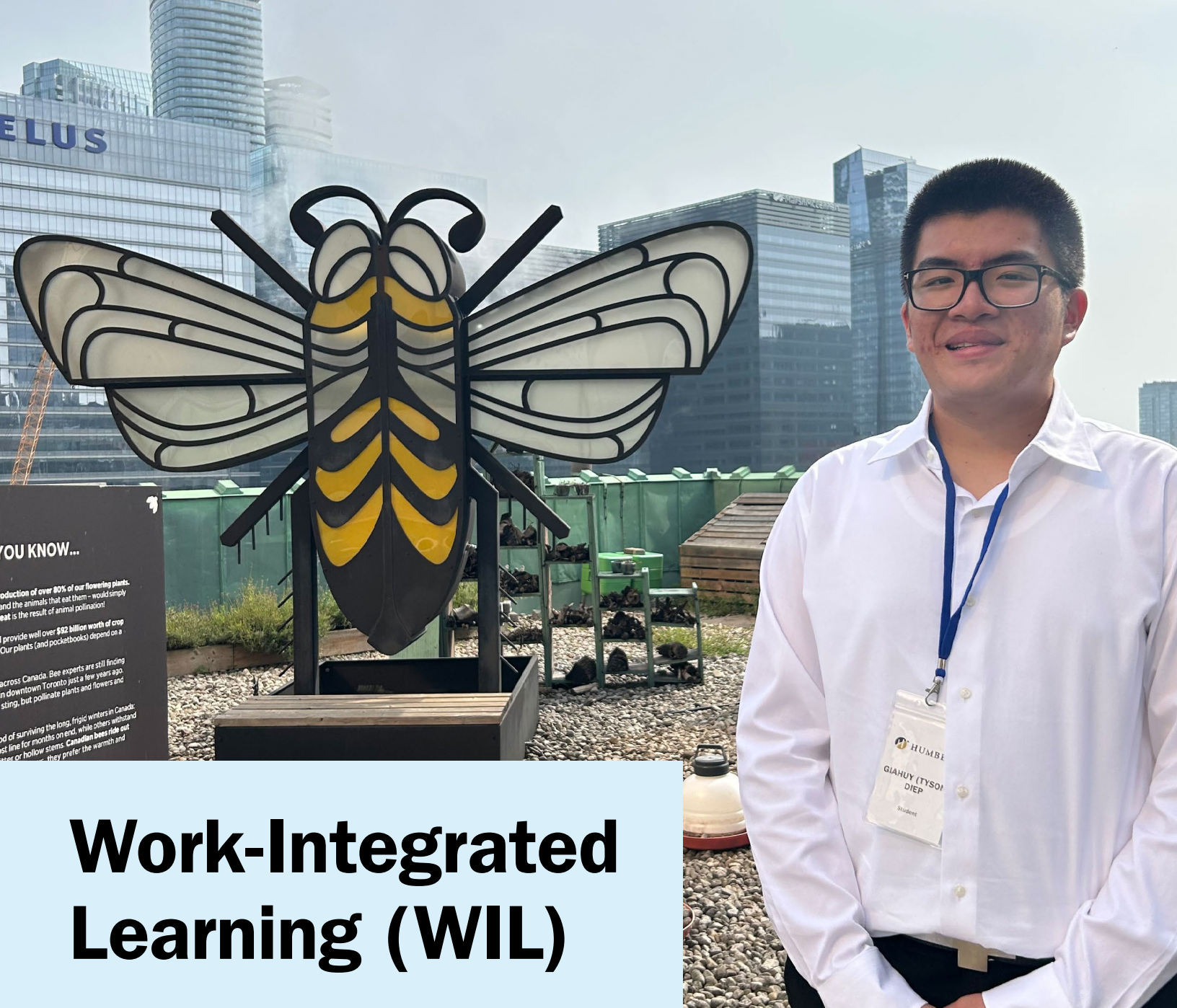


## Fall Hackathon Showcases Student Ingenuity

In a display of creativity and dedication, participants showcased their incredible ideas and hard work during this Fall's Hackathon event, held from September 23rd to September 24th at the Barrett Centre for Technology Innovation in collaboration with IGNITE and the Longo Centre for Entrepreneurship.

[See more >](#)





# Work-Integrated Learning (WIL)

[Learn more >](#)

## Hospitality Students Offer Insights on Exclusive Fairmont Networking Event

On July 26th, students in the second semester of the Hospitality – Hotel and Restaurant Operations Management program, Gwen (Thi Quynh Hoa) Le and Tyson (Giahuy) Diep, participated in the exclusive "Essential Fairmont Experience" Educators Networking Event.

[See more >](#)





# Hospitality & Tourism

[View Related Programs >](#)

## Hospitality and Tourism Students Explore Travel Industry Dynamics First-hand

To enrich their understanding of the travel and hospitality industry, the HTOM 500: Principles of Tourism and Hospitality cohort at the Humber International Graduate School (IGS) embarked on an experiential journey on September 28th.

[See more >](#)



## Redefining Hospitality: Students Propose Solutions for Industry Revival

Presented with a current case from their food and beverage operation, Hospitality – Hotel and Restaurant Operations Management students dedicated their final semester to developing innovative strategies to boost revenue in a competitive market for the Sheraton Gateway Hotel in Toronto International Airport.

[See more >](#)





# Baking & Culinary

[View Related Programs >](#)

## Culinary Delights for a Cause: Humber Team Gives Back at Chefs Harvest Party

Eight Humber culinary students and four faculty members, along with leading chefs across the GTA, participated in the 6th annual ThistleTown Collegiate Institute (TCI) Chefs Harvest Party on September 30th.

[See more >](#)





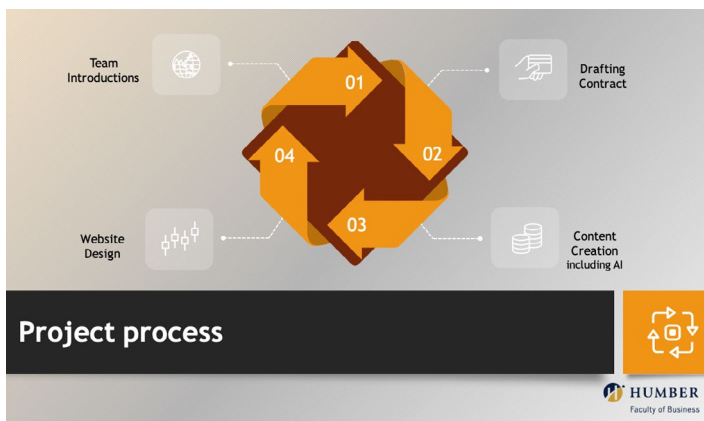
# Advertising, Digital & Marketing

[View Related Programs >](#)

## Marketing Students Triumph in Safe Roads Competition with Data-Driven Analysis and Recommendations

Bachelor of Commerce – Marketing degree students achieved first place in the 2023 Safe Roads Competition, showcasing their outstanding skills and expertise.

[See more >](#)



## Research Study Examines Student Engagement in Web Development Course

The outcomes of a research study conducted during the Winter 2023 semester measured students' learning experiences and educational journey in the BUS 2504 Web Development course.

[See more >](#)

## Digital Business Management Professor Offers Insights at WordPress Conference

Professor and Program Co-ordinator Hanadi Alnawab delved into her passions for teaching and WordPress at the WordCamp Montclair 2023 conference.

[See more >](#)



## Renowned Guest Speaker Discusses Digital Marketing's Influence on the Music Industry

Guest Speaker, Tina Cole, of F.A.M. Productions Inc., provided a lesson on the inner workings of the music business – past and present - and how digital marketing turned the entire industry on its head.

[See more >](#)



# Accounting, Finance & Insurance

[View Related Programs >](#)



## Guest Speaker Engages and Inspires Insurance Management Students

In a valuable engagement, Brett Boadway, Chief Operating Officer (COO) of the Insurance Brokers Association of Ontario (IBAO), visited the Insurance Management program on September 18th.

[See more >](#)



## Navacord Elevates Partnership with Insurance Management Program Through Scholarship Donation

In a stride toward fostering educational excellence, Canadian insurance brokerage, Navacord, has solidified its partnership with the Insurance Management program.

[See more >](#)



## Insurance Career Day Draws Industry Leaders

The Insurance Management program, in collaboration with the Insurance Institute of Canada (IIC), Career Connections, organized a successful Insurance Career Day at North Campus.

[See more >](#)





# Global & International

[View Related Programs >](#)

## Graduate Takes a Hands-On Approach to International Development

In a time marked by the prevalence of remote work and virtual communication, Carolyn Nicole's decision to embark on a journey to Uganda for her placement experience stands as a testament to her commitment to international development.

[See more >](#)



## Students Explore Fashion in Florence

For three weeks, twelve fashion enthusiasts from the Bachelor of Commerce – Fashion Management degree program and the Fashion Arts and Business diploma program, travelled to Florence, Italy to experience the trip of a lifetime.

[See more >](#)



## Fashion Students Unite for Arthritis Society at 'Fashion on Fire'

On September 28th, Humber Fashion students volunteered to support the Arthritis Society Canada at the second annual 'Fashion on Fire' event in Toronto.

[See more >](#)

## Fashion & Beauty

[View Related Programs >](#)





# Paralegal, Law & Government

[View Related Programs >](#)

## Graduate Attributes His Success to Exceptional Mentorship from our ADR Program Co-ordinator

Alternative Dispute Resolution (ADR) graduate, Harangad Singh, achieved a significant milestone on June 27th, as he was officially appointed as a Barrister and Solicitor by the Law Society of Ontario.

[See more >](#)



## Alumnus Shines in Legal and Tech Sectors

Muhammad Ali Nadeem, a graduate of Humber's Bachelor of Paralegal Studies and Alternative Dispute Resolution (ADR) program, continues to exemplify excellence in the legal and technology domains.

[See more >](#)



## **Paralegal Studies Graduate Secures Key Role as Policy Analyst with The Public Health Agency of Canada**

Anjani Rathee, a 2023 honours graduate of the Bachelor of Paralegal Studies program performed her field placement with the Federal Crown Agency prior to being hired on a full-time basis.

[See more >](#)



## **Paralegal Studies Alumna Performs Public Service With Crown Legal Departments**

Bachelor of Paralegal Studies graduate Caira Sosa, recognized on the 2021 Dean's Honour List with a GPA of 83.4%, began her journey into public service during a field placement with the National Litigation Sector of the Department of Justice Canada.

[See more >](#)



## **Leeds University School of Law Welcomes Paralegal Alumna**

Rebecca Wood Oxha, a 2023 graduate of the Bachelor of Paralegal Studies program, has been granted admission to Leeds University School of Law, one of the leading law schools in the United Kingdom, ranking in the top 100 in the world in the latest QS World University Ranking by Subject.

[See more >](#)





# Management & Leadership

[View Related Programs >](#)



## Speaker Discovery Series Celebrates Comeback Event Showcasing Inspirational Humber Alumni

The Speaker Discovery Series made a comeback as it hosted an event in collaboration with the Canadian Association of Gift Planners (CAGP).

[See more >](#)

## Entrepreneurial Enterprise Students Take on Commercial Retail Renewal Challenge: Atrium Toronto Collaboration

Business Management – Entrepreneurial Enterprise students from Humber College's International Graduate School (IGS) embraced the challenge of tackling a pressing concern - the increasing number of vacant offices and reduced foot traffic in the retail area.

[See more >](#)

# Upcoming Competitions & Contests



## The Greatest High School Teacher Contest

In its 17th year, Humber proudly presents the annual Greatest High School Teacher Contest, an event that applauds teaching excellence. Students can win a \$500 Bookstore gift certificate by submitting a brief (500-word) essay describing an exceptional teacher who significantly impacted their educational journey.

[See contest details >](#)



## BMO Launch Me Entrepreneurship Program & Competition

The BMO Launch Me Program is designed to help students and recent alumni prepare for success in the BMO Launch Me competition. Students and alumni complete a series of skill-building workshops to prepare their business ideas for launch and submit their work for a chance to win a portion of \$130,000 in funding for their startups.

[Register now for the BMO Launch Me Program >](#)



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



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

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

# Contact Information

