

DEAN'S NEWS



Humber Students Secure Second Place at ACE Laurier's Charity Case Competition

[See more >](#)



HIGHLIGHTS:

Marketing Students Impress Longo's Executives with Innovative Food Pitches

Students Gain Insight into Hospitality at Sheraton Centre Toronto During Eras Tour

Building Dreams and Building Businesses: Diyaa Ashrafee's Journey from International Student to Founder

DEAN'S MESSAGE

Alvina Cassiani | Senior Dean
Longo Faculty of Business

As we wrap up success stories from the Fall term, we are proud to highlight the exceptional achievements of our students who continue to make their mark across several niche areas of business.

Congratulations to Ozias Cantos and Brandy Laurent for earning second place at the ACE Laurier Charity Case Competition with their innovative “Smart Packaging” solution. Their hard work and ingenuity are an inspiring reflection of the talent within our community.

Milestone projects such as the launch of DigiPod.ca by our Digital Business Management students and the development of ready-to-eat food concepts by our Marketing students, soon to be available on store shelves, highlight the Longo Faculty of Business's commitment to delivering practical learning experiences. These achievements exemplify how our students are preparing to address real-world challenges and shape the future of business.

Hospitality and Tourism Operations Management students took advantage of an exciting opportunity to gain insight into hospitality during the Eras Concert at the Sheraton Centre Toronto. These experiences exemplify the valuable experiential learning that takes place in our programs each term.

As we enter 2025, we are committed to equipping future business leaders with the knowledge, experience, and opportunities needed to reach their goals.

Read on to see how our students and alumni continue to excel and make a difference in their communities and beyond.

WE ARE BUSINESS AT ITS BEST™



ADVERTISING, DIGITAL & MARKETING

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Humber Students Secure Second Place at ACE Laurier's Charity Case Competition

HLOs:        

Ozias Cantos, a Digital Business Management student, and Brandy Laurent, a Marketing student, achieved an impressive second-place finish at the ACE Laurier Charity Case Competition, hosted by Wilfrid Laurier University.

[See more >](#)



Marketing Students Impress Longo's Executives with Innovative Food Pitches



HLOs: 

In December 2024, student teams from MKTG 255: Strategic Marketing course competed for the ultimate prize during a high-stakes pitch event at Longo's corporate headquarters.

[See more >](#)



From Concept to Celebration: Digital Business Management Students Launch DigiPod.ca

HLOs: 

Fourth-year students in the Bachelor of Commerce – Digital Business Management program celebrated the successful launch of DigiPod.ca, an innovative podcast network created for students, by students.

[See more >](#)





Come tour the Humber Golf Lab 🏌️‍♂️



Outfits we have come up with at ✨HumberBoutique✨



From Networking to Inspiration: AdClub Student Day Reflections

HLOs: 🐼 🦋 🐦

The AdClub Student Day offered Digital Business Management students invaluable opportunities to network with industry leaders, refine career strategies, and gain inspiration for professional growth through lessons on creativity, branding, and resilience.

[See more >](#)

Marketing Students Deliver Creative Social Media Strategies for Humber Businesses

HLOs: 🐼 🦋 🐦 🗣️ 🌞 🐼

Bachelor of Commerce – Marketing students showcased their talent by creating social media content for three Humber clients during the Fall semester: The Humber Spa, Humber Boutique and The Humber Room.

[See more >](#)

HOSPITALITY & TOURISM

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Students Gain Insight into Hospitality at Sheraton Centre Toronto During Eras Tour

HLOs:       

On the first day of Taylor Swift's highly anticipated Eras Tour stop in Toronto, Hospitality and Tourism Operations Management students had the unique opportunity to explore the Sheraton Centre Toronto in a way few others will.

[See more >](#)



Event Management Students Host Festive Holiday Market at Lakeshore Campus

HLOs: 🍂 🦋 ☀️ 🕊️

Event Management students brought holiday cheer to Lakeshore Campus with a thoughtfully curated Holiday Vendor Market, held at G Commons.

[See more >](#)



Tourism Student Wins Air Canada Future Leaders Award

HLOs: 🦋 ✈️ 🦋 ☀️ 🕊️ 🦋

Ramachandran Gomathi, a student in the Tourism – Travel Services Management program, has been awarded the Air Canada Future Leaders Award by the Tourism Industry Association of Canada (TIAC).

[See more >](#)



Event Management Student Shines at Canada Arab Business Forum and Gala

HLOs: 🍂 🦋 🌍 🕊️

Pranay Somani, an international student from India in the Event Management Graduate Certificate program, made a significant mark by contributing to the success of the 41st Canada Arab Business Forum and Gala.

[See more >](#)



Tourism Students Present Winning Marketing Plans to Tuani Tours Nicaragua

HLOs:

As the Fall 2024 semester came to a close, Tourism – Travel Services Management students in the TRAV 219: Marketing Tourism Product course, led by Professor Anke Foller-Carroll, showcased their final projects to their live client, Tuani Tours Nicaragua.

[See more >](#)



Event Management Students Host Financial Literacy Event for International Students

HLOs:

On November 2, students from the Event Management graduate certificate program successfully organized Invest In Yourself, a financial literacy event aimed at equipping international students with essential financial management skills.

[See more >](#)

MANAGEMENT & LEADERSHIP

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Business Management Students Bridge Theory and Practice with Capstone Projects

HLOs:        

Capstone projects are more than an academic milestone; they're a testament to employment readiness, bridging the gap between theoretical learning and real-world application.

[See more >](#)

SPORT, RECREATION & LEISURE

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Professional Golf Management Student Earns CMAC Ontario Branch Scholarship

HLOs:   

Professional Golf Management – Business Administration student Owen Whittaker, has won the 2024 Club Management Association of Canada (CMAC) Ontario Branch Scholarship.

[See more >](#)



MEET THE BOSS

Building Dreams and Building Businesses: Diyaa Ashrafee's Journey from International Student to Founder

Diyaa Ashrafee's journey from an international student to founder of Talent Renew Inc., a legal recruitment agency serving Bay Street firms, highlights the transformative power of perseverance, focused goals, and a strong foundation built through the Human Resources Management program.

[See more >](#)



From Media Coordinator to Digital Marketing Leader: How Advertising Media Management Graduate Thomas Mendler Transformed His Career in Just Two Years

Advertising Media Management alumnus Thomas Mendler has risen from Media Coordinator to Head of Digital Marketing at twenty6two International, making an indelible mark on the organization and its clients.

[See more >](#)



Blending Fashion and Function: Innovative Fragrance Bracelet Hits the Market

Gabriel Abass has launched an innovative refillable fragrance bracelet, blending style, sustainability, and practicality into a groundbreaking accessory for men.

[See more >](#)

LONGO CENTRE FOR ENTREPRENEURSHIP (CFE)

[Learn more >](#)



InterGEN Challenge Tackles Intergenerational Housing Solutions

HLOs: 

The InterGEN Real Estate Challenge brought together innovative minds to address one of Ontario's most pressing real estate issues: developing strategies for intergenerational living spaces.

[See more >](#)



Innovating the Future of Golf: Golf Challenge Finale Highlights Excellence

HLOs: 

The Golf Challenge Finale, spearheaded by the Longo Centre for Entrepreneurship (CfE) in partnership with Professional Golf Management students and the Canadian Junior Golf Association (CJGA), marked the culmination of a month-long initiative.

[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 >](#)

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



Longo Faculty of Business

For more information, please contact Longo Faculty of Business Inquiries at facultyofbusiness@humber.ca >