

**WE ARE
UNLEASHING
AMBITION**

BUSINESS



The Dean's Message

March came in like a lion at The Business School. This month was jam-packed with exciting events and activities, enough to fill a 4-page newsletter! We thank all of our faculty, staff and students who took time out of their busy schedules to submit their stories of success. Kudos!

Be sure to share your successes in the Dean's Newsletter. For submissions, visit business.humber.ca/content-submission and choose "The Dean's Newsletter".

**This is an interactive pdf*



Humber Professor Analyzes the Federal Budget on CBC Radio

On Wednesday March 22nd, Bachelor of Commerce Professor Pierre-Pascal Gendron was interviewed for a 2017 federal budget segment on the French CBC Radio One program "L'heure de pointe" hosted by Line Boily.

Read more >

When It's This Intense, It's All About the Experience

Take 3 motivated business administration students, a Finance and Strategy Professor, and a Toast Master coach, put them in a 2 day event against 34 participating colleges and a panel of judges and you get an experience like no other.

The Vanier BDC Case Challenge 2017 provided an opportunity for students to apply their classroom knowledge and training to a true to life business experience. This inter-collegial business/marketing case competition involves colleges from across Canada in an intense 2 day event where students have limited time to analyze and develop a full case analysis and then present to a panel of judges and an audience of peers and rivals. This year, The Business School team had the added pressure to perform first, which meant a 5:30am wake up call, followed by a 6:30am meeting where they received the case and were sequestered for the following three hours with only a blank USB and laptop.

"The experience I gained from the competition was incredible. It added another dimension to my education." Johnny Sheridan.

More about the Vanier BDC Case Challenge Experience >

The Finance Degree Reaches New Status

Finance is a key aspect of business operations, therefore creating an ongoing demand for highly-skilled finance professionals in the industry. The Business School gets right to the heart of training, working in consultation with industry, other academic institutions and the Ministry to develop a rigorous curriculum to meet industry needs. As such, it is not surprising that the program has received recognition from the CFA Institute.

“Being part of the CFA Institute’s® University Recognition Program is a significant milestone for the Bachelor of Commerce (Finance) degree program,” says Paul Griffin, Associate Dean. “It sets our program apart from all other colleges in Ontario as we are the only college in the province to receive this recognition.”

Not only is this a significant achievement for the school, it comes with some major benefits for the students. The CFA Institute® awards 5 scholarships a year to Humber Finance Degree students, which enables them to write the CFA® Level 1 Exam for a significant discount. Humber’s Finance degree program is designed to prepare students to write this exam, as well as providing them with a pathway toward further education and credentialing.

Eight students in the 2017 graduating class have signed up to write their CFA® Level 1 Exam this June.

The Bachelor of Commerce - Finance program has been accepted into the CFA Institute University Recognition Program. This status is granted to institutions whose degree program(s) incorporate at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.



IBA Features PepsiCo Customer Development VP at Insights Series

On Tuesday March 7th, the International Business Association (IBA) hosted a new edition of its Insights series featuring Blair Ruelens, Vice President of Customer Development at PepsiCo Foods Canada, and member of the Program Advisory Committee for International Business.

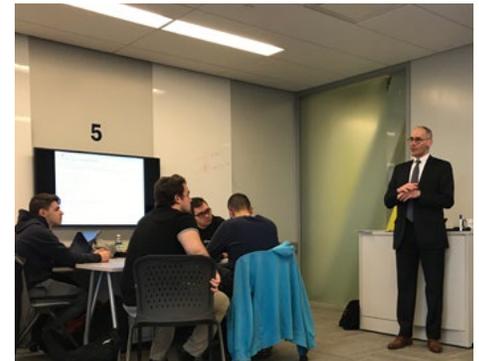
[Read more >](#)



Golf Management Graduate Joins the Donalda Club Professional Shop Team

Congratulations to Professional Golf Management graduate Luke Pulla, who has been recently promoted to an Associate Professional, assisting the Director of Golf in all aspects of the golf operation.

[Read more >](#)



BMO Capital Markets VP Visits Finance Students

On Wednesday March 29th, PAC (Program Advisory Committee) member Peter Chauvin, Managing Director of BMO Capital Markets presented to Humber’s Finance students.

[Read more >](#)



A World of Opportunity

On February 16th, The Business School Placement Centre hosted A World of Opportunity, a Networking Event for Humber College Postgraduate programs in the G Building Commons.

[Read more >](#)



Humber Students Discuss Marketing Communication Strategy at Steam Whistle Brewery

On Friday March 10th, Steam Whistle Brewery hosted sixty Humber Marketing Management Postgraduate students for an informative discussion on its Integrated Marketing Communications Strategy.

[Read more >](#)



Advertising - Media Management Class Visits Twitter Canada

On Wednesday March 22nd, Humber's Advertising - Media Management students had the opportunity to visit Twitter Canada as part of their Media Management Planning: Interactive Digital Course taught by our very own Ivan Pehar.

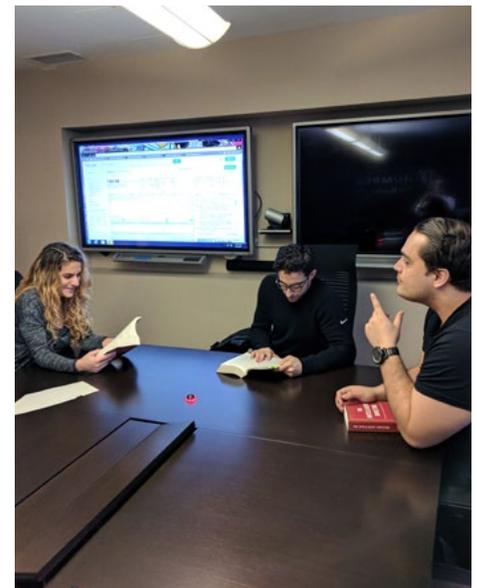
[Read more >](#)



VEBTA Team Present at the Humber Applied Industry Breakfast

Thanks to Kiran Bajwa and Christine Howald from The Business School, and Shyren Husham from the School of Media Studies for presenting the work of the VEBTA at the Humber Applied Research Industry Breakfast.

[Read more >](#)



New Investment Book Club Launches in March

On Thursday March 30th, Professor Racanelli held the Investment Book Club's (HIBC) inaugural meeting in E205. Each week, one business student will co-chair the HIBC by initiating and leading a discussion based on the reading material provided to all members.

[Read more >](#)

Business Students Prepare Emergency Kits on World Water Day

On Wednesday March 22nd, Humber College students spent World Water Day preparing family emergency kits for Syrian refugees. Students in the International Development program worked with GlobalMedic to assemble 1,700 emergency kits. Each kit contained water purification sachets and essential hygiene supplies.

AFBS Industry Panel Inspires Fashion Students

On Thursday March 2nd, the AFBS (Association of Fashion Business Students) hosted an industry panel night moderated by Fashion Management Professor Bruce Sinclair.

[Read more >](#)

Marketing Degree Becomes the First Undergraduate Program in Canada to Receive SAS Approval

The Business School Bachelor of Commerce Marketing degree has been approved by SAS (Statistical Analysis System) for the joint Business Certification Program. This certificate will put Humber students in a cutting-edge market position.

[Read more >](#)

Supporting Children and Youth in Need

Last December, The Business School management and staff helped raise \$2,076 for the Children's Aid Foundation during the annual holiday party.

[Read more >](#)



Infuse Meets Robin Kay at the FGI Fashion Visionary Awards

On Monday, March 27th the Infuse Magazine students from the Fashion Arts and Business Diploma were present for the FGI Toronto Visionary Award recognizing Robin Kay and her contributions to the fashion industry.

[Read more >](#)



Students Launch The FASHION Humber Project

As a requirement of the IMC (Integrated Marketing Communications) course lead by Professor Anne Cramer, Fashion Management and Promotions postgraduate students have created a website dedicated to the business side of fashion.

[Read more >](#)



Event Management Students Appear on CP24

Under the guidance of Professor Joyce Lamb, the Event Management program students have been successfully promoting their Capstone events online, through PR and media. Beach Bump, an indoor volleyball tournament organized by Lauren March and Rachel Moiseev aired on CP24 on March 26th, and was a huge success.

[Read more >](#)