



HUMBER

Longo Faculty of Business

WE ARE BUSINESS AT ITS BEST™

Covering September 2024

DEAN'S NEWS

Culinary Faculty and Students Give Back at the
7th Annual TC Chef's Harvest Party

[See more >](#)



HIGHLIGHTS:

Entrepreneurial Enterprise Students Partner with Startups for Hands-On Capstone Success

Digital Business Management Student Excels in Longo Innovate and Create Entrepreneurship Program

Paralegal Studies Students Named Finalists at Western Cup Mooting Competition



DEAN'S MESSAGE

Alvina Cassiani | Senior Dean
Longo Faculty of Business

Welcome to another exciting academic year at the **Longo Faculty of Business** where we continue to foster hands-on learning, global opportunities and community engagement.

This past month, Paralegal Studies students Dion and Maria showcased their exceptional skills, earning recognition as finalists at the Western Cup Mooting Competition, while Digital Business Management student, Anton, excelled in the Longo Innovate and Create Entrepreneurship (ICE) program. These accomplishments reflect not only the hard work and talent of our students but also our commitment to fostering future industry leaders.

Our Fashion Management students have taken advantage of international opportunities through research and exchange programs that broadened their perspectives and deepened their understanding of global markets.

In the spirit of community, our culinary faculty and students participated in the 7th Annual TCI Chef's Harvest Party, an event that highlights the significance of giving back and promoting social responsibility.

Additionally, students from the Advertising – Media Management, Business – Marketing, Business Administration, and Business Management programs will compete in the 2024 Ontario Colleges Marketing Competition (OCMC). This provides an invaluable opportunity for students to apply their classroom knowledge in a real-world setting, build industry connections, and showcase their skills to future employers.

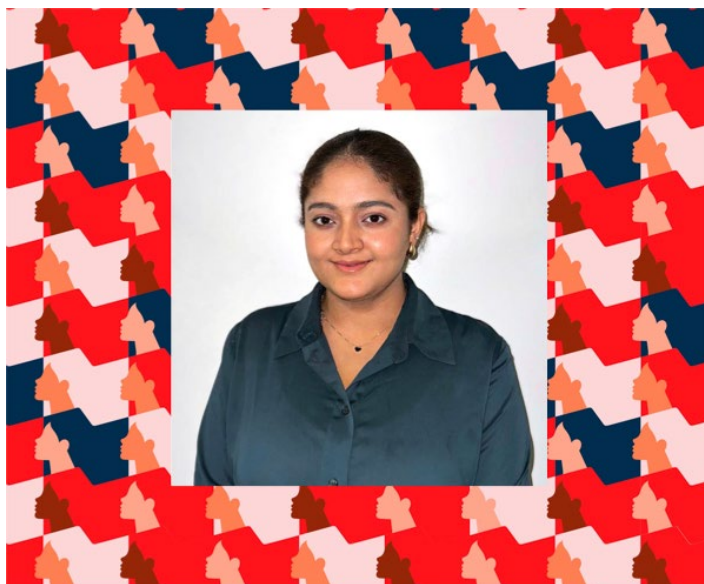
As we celebrate these achievements, let's continue to support one another and strive for excellence in all we do. Read on for more September success stories.

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Accounting, Finance & Insurance

[View Related Programs >](#)



Prabhleen Kaur
Humber College



Alexis Dwyer
Humber College

Humber Students Selected for National Bank Finance Mentorship

HLOs:      

Two Bachelor of Commerce – Finance degree students, Alexis Dwyer and Prabhleen Kaur, have been selected as winners of the National Bank Financial Young Women Student mentorship program.

[See more >](#)



Advertising, Digital & Marketing

[View Related Programs >](#)

Digital Business Management Student Excels in Longo Innovate and Create Entrepreneurship Program

HLOs: 

Anton Lewis, a third-year Digital Business Management student, achieved a second-place finish in the Longo Innovate and Create Entrepreneurship (ICE) Program.

[See more >](#)



Humber's Team Gears Up for the Ontario Colleges Marketing Competition

HLOs:    

Humber is proud to announce that students from the Advertising – Media Management, Business – Marketing, Business Administration, and Business Management programs will compete in the 2024 Ontario Colleges Marketing Competition (OCMC).

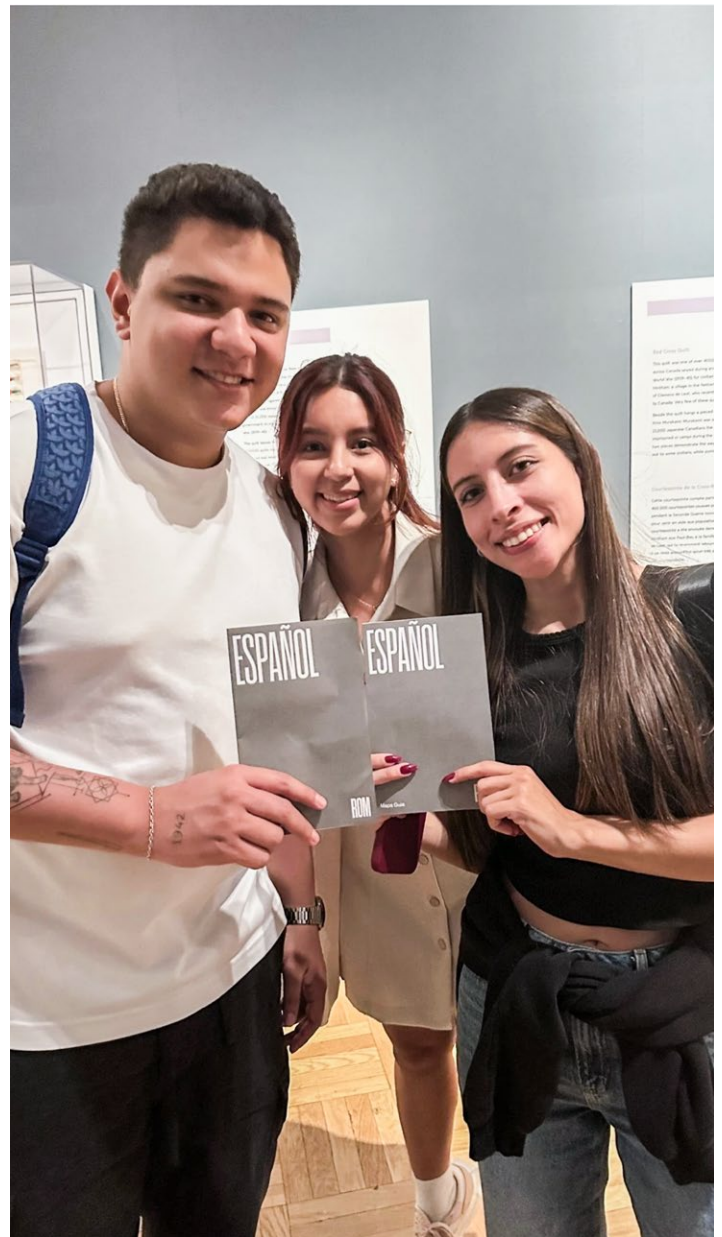
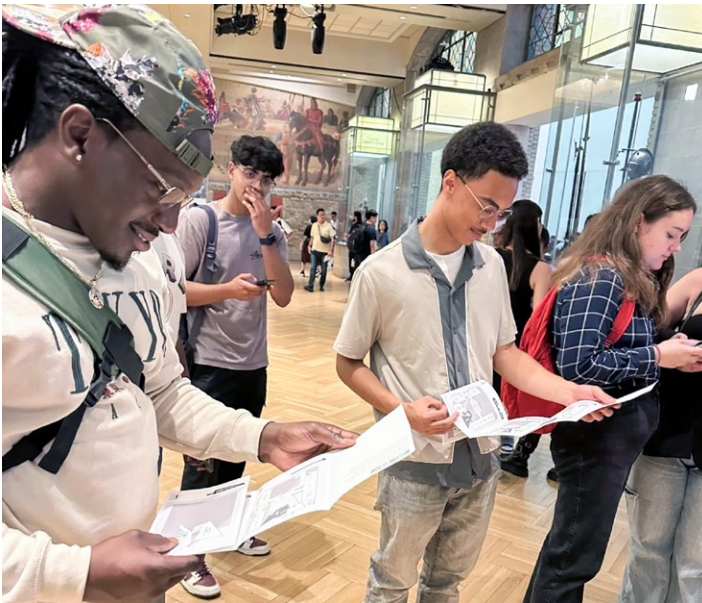
[See more >](#)



Marketing Professor Publishes White Paper on Energy Interoperability

Marketing Professor Michael Dover has made a significant contribution to the field of energy interoperability with his latest white paper, titled "Open Source and Energy Interoperability."

[See more >](#)



UX Design Meets 20th Century Fashion at the Royal Ontario Museum

HLOs:      

On September 17th, students from the FASH 3000: 20th Century Fashion History and BUS 3003: e-Business Information Systems and Technologies courses came together for a unique learning experience at the Royal Ontario Museum (ROM).

[See more >](#)



Digital Business Management Graduate Embarks on Master's at UOttawa

Angel Obi, a graduate of the Digital Business Management program, has begun her Master's in Digital Transformation and Innovation at the University of Ottawa.

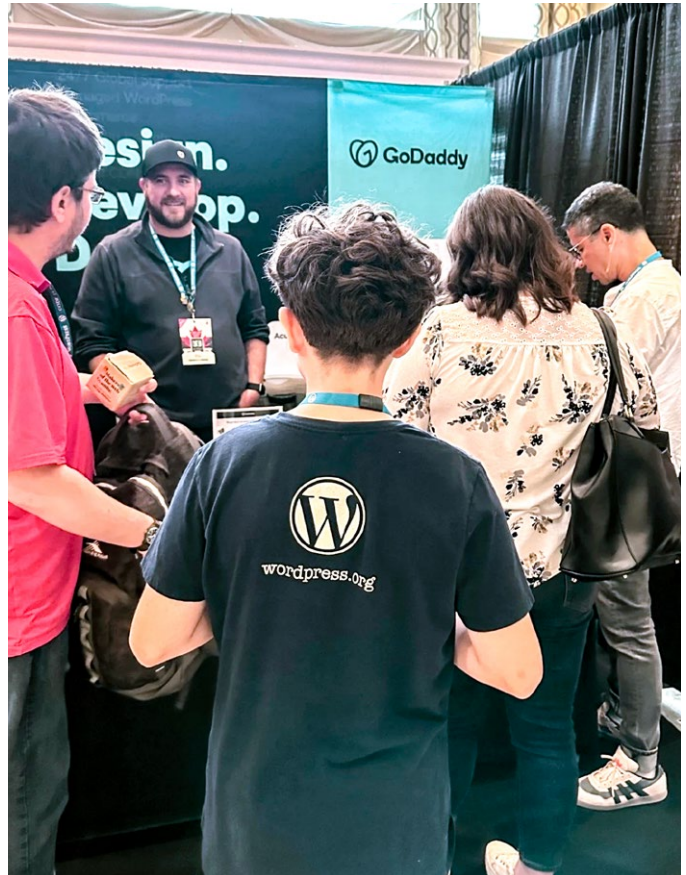
[See more >](#)



WordCamp Canada 2024: Highlights and Insights

The inaugural WordCamp Canada, held in Ottawa, brought together WordPress enthusiasts and professionals from across the country, fostering a dynamic and collaborative atmosphere.

[See more >](#)





Baking & Culinary

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Culinary Faculty and Students Give Back at the 7th Annual TCI Chef's Harvest Party



HLOs:     

On September 28th, Humber's culinary team contributed to the community at the 7th Annual Thistletown Collegiate Institute (TCI) Chef's Harvest Party.

[See more >](#)

Culinary Programs Adopt Friendlier Reusable Containers for Sustainable Dining

HLOs:   

This Fall, Humber's culinary programs introduced Friendlier reusable containers into their labs, serving student-prepared meals in these friendlier containers at Gourmet Express.

[See more >](#)



Fashion & Beauty

[View Related Programs >](#)



From Classrooms to Cobblestones: Students' Reflection on the UK Experience

HLOs:        

Ten days, three cities, and countless experiences in the UK allowed Humber students to expand their academic and cultural horizons, gaining fresh insights into the evolving fashion industry and its global connections.

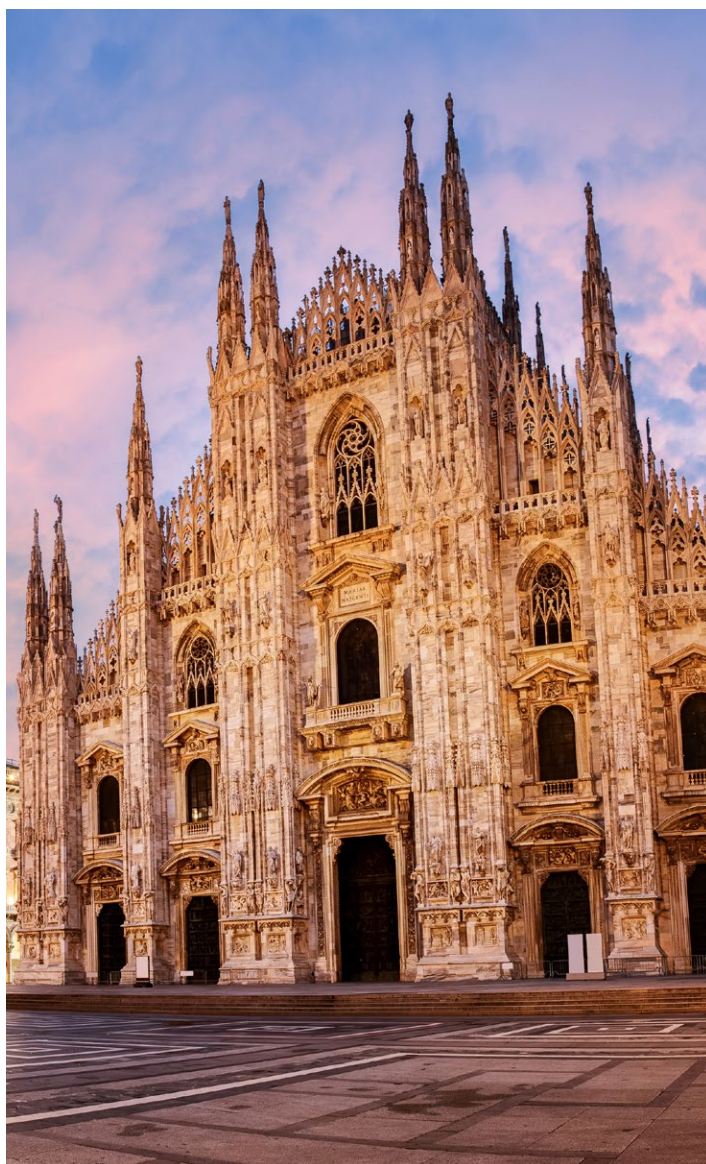
[See more >](#)

Fashion Students Explore Research Possibilities and Take On International Exchange

HLOs: 

As a part of Humber's Fashion Management Graduate Certificate program, students can engage in a Collaborative Online International Learning (COIL) project in partnership with fashion students at Nottingham Trent University (NTU) in Nottingham, United Kingdom.

[See more >](#)



Humber and University of Navarra Present Joint Fashion Management Research at 2024 Global Fashion Management Conference

HLOs: 

Fashion Management faculty Vladimira Steffek and Rossie Kadiyska, in collaboration with the Fashion Business School at the University of Navarra, Spain, presented a developmental paper at the Global Fashion Management Conference, held in Milan from July 11-14, 2024.

[See more >](#)



Global & International

[View Related Programs >](#)

International Business Students Engage in Canada-U.S. Relations Discussion with Leading Policy Experts

HLOs:   

Pierre-Pascal Gendron, Professor and Program Co-ordinator of the Bachelor of Commerce – International Business program, led a group of students to an insightful Empire Club of Canada event titled “Borderline: How Canada Can Matter More to the United States – and the Rest of the World.”

[See more >](#)



International Business Graduate Shares Industry Expertise in Healthcare Management Course

HLOs:  

James Bain, a 2014 graduate of the Bachelor of Commerce – International Business program, returned to campus to deliver a guest lecture in the Bachelor of Commerce – Healthcare Management program.

[See more >](#)



Hospitality & Tourism

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Hospitality Students Collaborate with Industry Partners to Address Real-World Challenges

HLOs:          

Students in the Hospitality – Hotel and Restaurant Operations Management program demonstrated their skills and creativity in their capstone course, working alongside industry partners under the guidance of instructor Wendy Burgess.

[See more >](#)



Management & Leadership

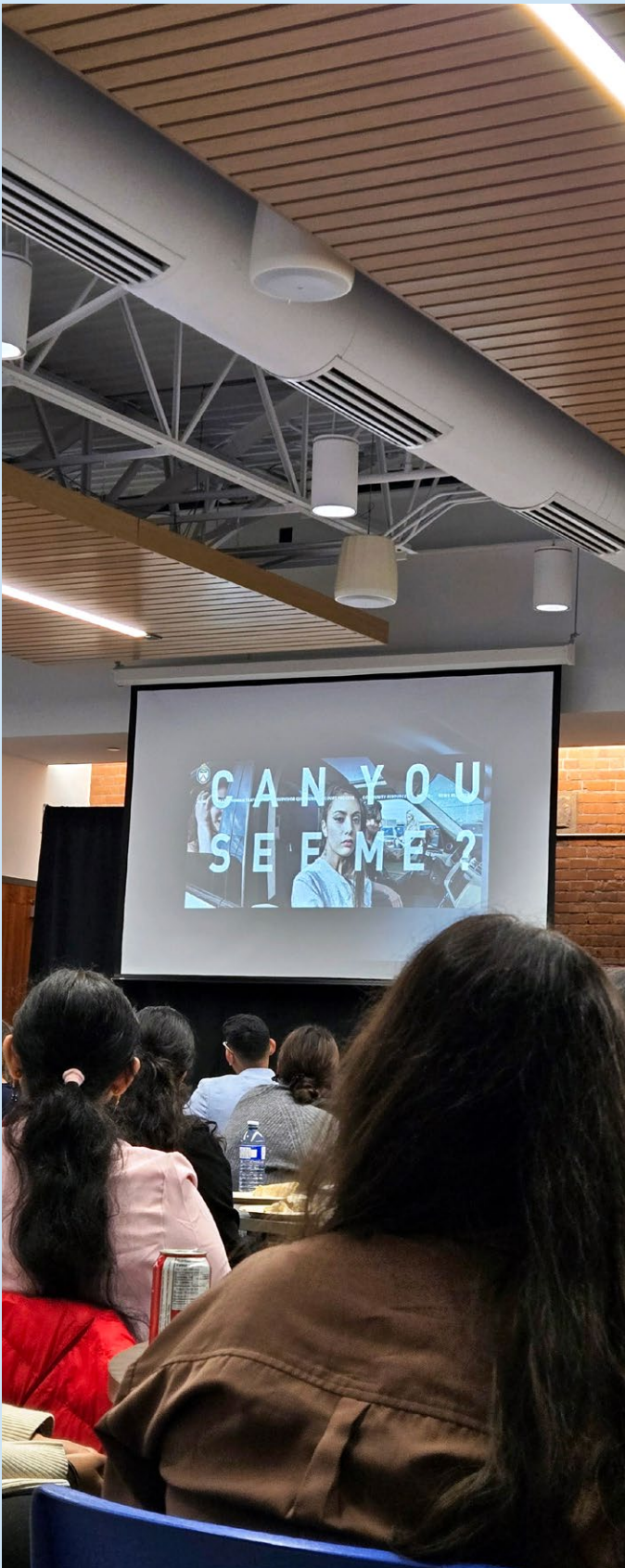
[View Related Programs >](#)

Entrepreneurial Enterprise Students Partner with Startups for Hands-On Capstone Success

HLOs:         

Business Management – Entrepreneurial Enterprise students at Humber’s International Graduate School (IGS) Campus completed their capstone projects, partnering with incredible startup companies.

[See more >](#)



Human Resources Management Students Gain Critical Insights on Workplace Liabilities

HLOs:     

The collaborative event between the Human Resources Management graduate certificate program and the Human Resources Professionals Association (HRPA) West Toronto Region was a resounding success.

[See more >](#)

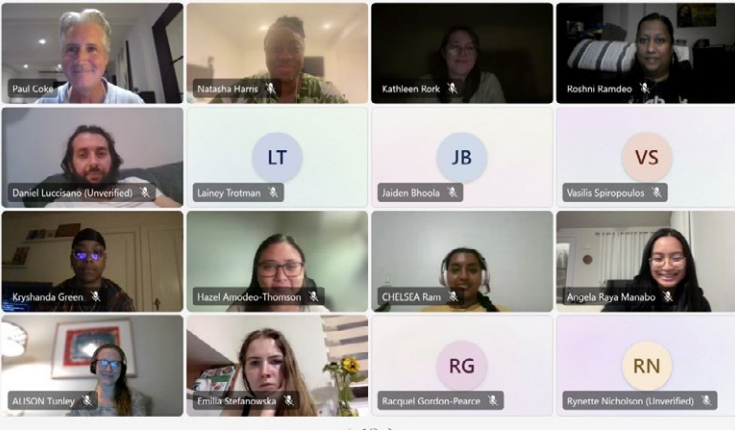


Healthcare Management Faculty Member Serves as Examiner for Ph.D. Thesis in Mexico

HLOs: 

Pierre-Pascal Gendron, Professor and Program Co-ordinator of the Bachelor of Commerce – Healthcare Management program, and faculty member for ECON 3500: Health Economics, contributed his expertise as an examiner for a Ph.D. thesis in Regional Economics presented in Mexico.

[See more >](#)



Business Management Program Launches Online Format for Fall 2024

The Longo Faculty of Business successfully launched its inaugural online Business Management diploma program, welcoming its first cohort.

[See more >](#)



**Legal
Studies**

[View Related Programs >](#)

Paralegal Studies Students Named Finalists at Western Cup Mooting Competition

HLOs:      

Fourth-year Bachelor of Paralegal Studies students, Dion Desserre and Maria Rausch, were finalists at the 2024 Western Cup mooting competition, held at Western University’s Faculty of Law on October 5th and 6th.

[See more >](#)



Paralegal Studies Graduate Admitted to Ontario Bar After Completing Law Degree at Osgoode Hall

Mandeep Tamber, an Honours graduate of the Bachelor of Paralegal Studies program, has completed her Juris Doctor (J.D.) degree at Osgoode Hall Law School and has been admitted to the Ontario Bar.

[See more >](#)



Paralegal Studies Alumna Accepted to Law School Abroad

Judy Jaison, an honours graduate of the Bachelor of Paralegal Studies program, has been accepted to the Senior Status Law Program at Queen's University Belfast in Northern Ireland. Judy, who graduated with a GPA of 86 per cent, will be attending the two-year program.

[See more >](#)



Paralegal Alumna Called to Ontario Bar After Law School Success

Bachelor of Paralegal Studies graduate, Chloe Davies, has been called to the Ontario Bar following her successful completion of law school at the University of Windsor.

[See more >](#)

Paralegal Graduate Appointed Registrar of Information and Privacy Commissioner of Ontario

Luan Huynh, a 2017 honours graduate of the Bachelor of Paralegal Studies program, has been named Registrar of the Information and Privacy Commissioner of Ontario (IPC).

[See more >](#)



Paralegal Graduate Excels at the University of Leicester Law School

Rebecca Bocchinfuso, a 2011 alumna of the Bachelor of Paralegal Studies program was awarded the University of Leicester Law School Jubilee Prize for achieving the best overall degree result in the 2024 graduating class of the Bachelor of Law (LL.B.) degree program.

[See more >](#)



Sport, Recreation & Leisure

[View Related Programs >](#)



Professional Golf Management Alumnus Launches Performance Snack Brand, Fix Fuel

Drawing on his culinary education and experience with nutritional performance foods, Professional Golf Management graduate Joseph D'Alfonso launched Fix Fuel to fill the gap in healthy options for athletes available at stores and golf courses.

[See more >](#)

Work-Integrated Learning (WIL)

[Learn more >](#)



Students Shine at Fairmont Hotels' Exclusive Educator's Event

HLOs: 

On September 24th, Work-Integrated Learning (WIL) Advisors Stephanie Kratz and Andrew Bascome accompanied four Humber students to the 'Exclusive Educator's Event' hosted by the Fairmont Royal York Hotel.

[See more >](#)

Continuous Professional Learning (CPL)

[Learn more >](#)



Breaking Into Commercial Insurance: A Commercial Account Management Success Story

HLOs: 

In the fall of 2023, Brandon Tyrell, a former Amazon Operations employee, embarked on a journey to explore new career avenues, leveraging his transferable skills after nearly four years in the retail giant's fast-paced environment.

[See more >](#)

ServiceMASTER
Restore®

ServiceMaster Restore Plays Key Role in Launching Disaster Recovery Manager Program

With the increasing frequency of severe weather events and a growing talent gap in the property restoration industry, Humber launched the Disaster Recovery Manager program in the spring of 2024.

[See more >](#)

Entrepreneurship



Longo Centre for Entrepreneurship (CfE)

[Learn more >](#)

Longo Centre for Entrepreneurship Receives Extra Mile Award

The Longo Centre for Entrepreneurship team has been awarded the 2024 President's Extra Mile Award, a distinguished honour recognizing a Humber Polytechnic or University of Guelph-Humber team for exceptional dedication to supporting colleagues, staff, students, and clients.

[See more >](#)



Longo Family Be Your Own Boss Program Kicks Off

HLOs:   

The Longo Family Be Your Own Boss (BYOB) program officially launched in September with its first in-person sessions at Lakeshore Campus.

[See more >](#)



Students Collaborate on Virtual Fashion Exhibit for Japanese Paper Place

HLOs:   

In the Summer 2024 term, an interdisciplinary team of students from the Fashion Management and Interactive Media Management programs teamed up to develop a virtual fashion exhibit prototype, supported by the Longo Centre for Entrepreneurship and Experience Ventures.

[See more >](#)



Longo Innovate and Create Entrepreneurship Champions Honoured at Exclusive Lunch

HLOs:  

The Longo Centre for Entrepreneurship celebrated the top participants from its Innovate and Create Entrepreneurship (ICE) program with a special luncheon hosted by the CfE Director, John Lam.

[See more >](#)



Empowering Entrepreneurs: BMO Launch Me Returns

HLOs:   

The BMO Launch Me Program has returned, providing students and recent alumni with the opportunity to compete for a share of \$130,000 in funding.

[See more >](#)

Longo Family Be Your Own Boss Workshop Inspires High School Students

HLOs:   

The Longo Centre for Entrepreneurship hosted students from Etobicoke Collegiate Institute and Kingsway College School for the Longo Family Be Your Own Boss (BYOB) high school workshop.

[See more >](#)



Longo Centre for Entrepreneurship Welcomes New Team Members

The Longo Centre for Entrepreneurship is pleased to announce the addition of two new members to its team, Ashley Gibbs and Sahana Srikandarajah, who bring a wealth of expertise and passion for entrepreneurship.

[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



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

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