

Seneca BUSINESS NEWS

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DEAN'S MESSAGE

I am excited to present you with the first edition of Seneca Business News, an opportunity to connect and engage with our Seneca Business community. Each edition will feature highlights and initiatives from Business as well as special features on students, faculty and alumni. There are so many outstanding stories to share. I continue to be amazed and inspired by the dedication to our students' success that I see from our professors and staff. I look forward to all of us being a part of the Seneca Business experience as we move through the 2019/20 school year.

- Mary Vaughan
 Dean, Seneca Business

STUDENT PROFILE

Yelyzaveta Yurchenko

Yelyzaveta Yurchenko is enrolled in the 4th year of the Honours Bachelor of Commerce - Financial Services Management program. During her four years at Seneca she has been an active member of the Seneca community, volunteering during orientation, mentoring students throughout a semester as a SMILE mentor, sharing her experiences with potential students at Open Houses and taking part in the exchange program in Beijing.

Being persistent and resilient has also enabled her to become the President of the Student Leaders of the Accounting and Financial Services Club, where she organizes and leads events and has developed the leadership and management skills required for the continuous improvement of the club's management and performance.

After the successful completion of her program, she wants to secure a posi-



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tion in the financial services sector and work towards the Certified Financial Planner designation. She believes that "Seneca College is the place where every person can find all the available resources and support to become successful."

FACULTY PROFILE

Cristina Italia

Cristina Italia is a faculty member in the School of International Business and Management. She is the Coordinator of the Business Administration - Management three-year advanced diploma program and also teaches in the Entrepreneurship and Small Business three-year advanced diploma program and the two-year Business diploma program. In addition to her teaching responsibilities, Cristina is the Faculty Coordinator for Seneca's Enactus Team, where she coaches and mentors students in creating social entrepreneurial projects. Last year, for the first time, Seneca Enactus competed at both the Regionals in Mississauga and the Nationals in Vancouver.

This year the team plans to compete in two categories at Regionals in Mississauga and at Nationals in Toronto.

Cristina Italia (bottom right corner) and Team at Enactus Regionals in Mississauga in 2019.



"Enactus provides students with the opportunity to build their business skills and help the community at large."

NEW FACULTY PROFILES

John Toplu, School of Accounting and Financial Services



John Toplu joins Seneca with more than 18 years of experience in auditing and accounting, having written various forensic accounting and fraud audit reports and having worked at major audit firms such as Deloitte, RSM and Anderson Consulting. John has a PhD in Accounting and Finance, an MSc in Forensic Accounting and a BBA from Istanbul University. As an experienced fraud auditor and forensic accountant, John has provided consultancy services to companies preparing restructuring projects, business valuations and investment decisions. John has also published several articles and a book about postponement of bankruptcy and its applications.

Marie Tu Doan, School of International Business and Management



Marie Tu Doan joins Seneca after working in both academic and industrial fields in Europe, Asia and North America. With a PhD from France's École Polytechnique, Doan has successfully implemented a number of innovative business solutions leading to million-dollar savings and development in various companies, including Lafarge Holcim, one of the largest cement producers in the world, where she worked in supply chain, strategy and business analytics. Doan has been Chair of the School of Management, Accounting, Finance and, since 2004, has taught business

courses in France (Paris-Sorbonne and D'Évry Val-d'Es-sonne), Vietnam (Hoa Sen) and Canada (George Brown, Sheridan and Seneca).

ALUMNI PROFILE

Aarzo Umari, SELS Office Coordinator

Aarzo Umari graduated with an Honours Bachelor of Commerce - Business Management (BBM) in 2017 and is currently a School of English and Liberal Studies (SELS) Office Coordinator. Previously, she was a School of Accounting and Financial Services Registration Advisor and an Office Coordinator in the Registrar's Office. Below are excerpts from a 2019 interview.

Two academic highlights for Aarzo include taking Sarah Arliss' advice to apply to the BBM program and being in BMT646 (Customer Service) classes with Terry James, who combined textbook learning with engaging experiential activities.

"Professor James gave me the best advice when he encouraged me to apply in person for a job in the Registrar's Office. I walked in and asked Bess Farquharson if I could be part of her team. I interviewed the next week, and got my first Seneca job as a student shortly after, so the advice worked!"

For Aarzo, a highlight of working as a Registration Advisor was serving and hosting students during convocation. When she walked across the stage as a graduate in 2017, she received not just a degree, but much love and support from the Registration team, classmates and, most importantly, her daughter.



"...it takes one person to dream, plan and join Seneca as a student, but it's a whole Seneca team that makes a person's dreams come true..."

"As a single mother of a daughter living on my own in Canada, I have had to work hard to get to where I am. Seneca has provided so much help and guidance along the way, especially in 2015, when my mother was diagnosed with a tumour. My adviser, Lisa Ballantyne, gave me full support by deferring all my exams so that I could be with my mother when she needed me. I passed all my courses without losing time or money and in 2018, my mother, along with 13 family members, came to Canada with my Seneca family joining me in welcoming them at Pearson."

According to Aarzo, "it takes one person to dream, plan and join Seneca as a student, but it's a whole Seneca team that makes a person's dreams come true, from the first semester to walking the graduation stage. I think that we all have our unique stories, obstacles we want to overcome and anchors that can pull us down. As employees, we can act as a lifejacket to assist others in achieving their goals and dreams, and push them forward in life. I see my past every day in different students and try to make it easier and memorable for them."

Outside of work, Aarzo enjoys drawing, calligraphy, travelling (she speaks Urdu, Hindi, Farsi/Dari, Pashtu and English) and baking pistachio cheesecake.

SCHOOL UPDATES



SCHOOL OF HOSPITALITY AND TOURISM

Seneca Team Places 3rd in Asia Pacific Market Study Competition

Seneca's Global Hospitality Graduate Certificate Students placed 3rd in the May 21st STR Asia Pacific Student Market Study Competition in Hong Kong. The team of six students competed against 19 other teams from 11 countries on 4 continents. Previous participants Michigan State University and Oxford Brooks University Graduate School took the top two spots, followed by our very own first-time participants and sole Canadian representatives from Seneca. Thank you to dedicated SoHT lead professors Paul Chan and Angelina Malik, and supporters Mary Vaughan, David Agnew, faculty and staff of SoHT, the Hon. Michael Tibollo and Hong Kong Polytechnic.

SCHOOL OF INTERNATIONAL BUSINESS AND MANAGEMENT

Interdisciplinary Seneca Business Case Competition

Seneca Business held the first interdisciplinary Seneca Business Case Competition on March 8, 2019. Five multidisciplinary teams from different Schools from Seneca Business participated in the first round and presented their solutions to a comprehensive business case study. Three top teams were selected to compete for the final round. The teams prepared the case in two hours and presented their solutions before a panel of judges from the industry. The winning team was awarded a scholarship of \$200 for each participant. The competition was a wonderful opportunity for students to exhibit their business knowledge and their problem solving, analytical, communication and decision-making skills in real-life business settings.



SCHOOL OF ACCOUNTING AND FINANCIAL SERVICES

Fintech Graduate Certificate Program Opens at New Downtown Campus

On September 3rd, the Fintech (FNT) Graduate Certificate program kicked off classes at Seneca Downtown, Seneca's new campus conveniently located at Workhaus Commerce Court, an entrepreneurial co-working space in the heart of the financial district at Bay and Wellington. This is the second offering of the Fintech Grad Cert that covers topics including cybersecurity, web application and mobile development, as well as data analytics for financial services. In January 2020, the School of Accounting and Financial Services and the School of Information and Communications Technology (SICT) will be launching the Cybersecurity and Threat Management program, an eight-month graduate certificate that will equip students with cutting-edge best practices and skills in communication, information security, project management, problem-solving and more.



SCHOOL OF LEGAL, PUBLIC AND OFFICE ADMINISTRATION

SLPOA Moves to Seneca@York

During the last two weeks of August, the School of Legal, Public and Office Administration moved to Seneca@York. Elder Blu was onsite September 12th to bless the new SLPOA space. The SLPOA move is the first of three moves for Seneca Business, with the School of Hospitality and Tourism moving to Newnham and the School of Marketing moving to Seneca@York in April 2020.



Fintech (FNT) Graduate Certificate program kicked off classes at Seneca Downtown.

SCHOOL OF MARKETING

Marketing Students Win OCMC Provincial Competition

One of the highlights for the School of Marketing in 2018 was winning the Ontario Colleges' Marketing Competition (OCMC). This win marks the first time Seneca students have placed first overall since 2006. The annual competition, hosted last year by Fanshawe College, brings together hundreds of motivated marketing students to showcase their industry talents. During the two-day event, students competed as individuals and teams in 11 events that emulate real-world business challenges. In addition to ranking first overall, Seneca's team of 20 students, led by Professor Scott Campbell, Theresa Seto and many other faculty coaches, was recognized in various areas of the competition.



SCHOOL OF LEADERSHIP AND HUMAN RESOURCES

18th Annual HR Connects

The School of Leadership and Human Resources ran its 18th annual HR Connects: Industry Networking Event on March 7th. With approximately 120 students in attendance, this networking event for HR students hosted 61 HR professional guests. Seneca Alumni graciously sponsored the event, and many guests were Seneca alumni returning to mentor and share their experiences. Students had the opportunity to learn experientially outside the classroom, connect and network with HR professionals from various HR functional areas, and gain further appreciation for the field of human resources. The HR Connects event was again another great success for our HR students at Seneca College.

SCHOOL OF ENGLISH AND LIBERAL STUDIES

Experiential Learning in Korea

Seneca students, along with School of International Business and Management professor Jameel Qazi and School of English and Liberal Studies chair Claire Moane, travelled to Korea from April 30 to June 5 as part of a faculty-led program with Konkuk University. Students studied two courses at Konkuk, Organizational Behaviour and Presentation Skills in addition to Korean language and culture. Highlights included looking over the DMZ into North Korea, making homemade rice cakes, attending a traditional Korean play and using basic language to connect with local Koreans. Dayoung Ko and her colleagues from Konkuk University created a wonderful experiential program for our students, and we are grateful to have them as our partners. Watch the presentation that some members of the trip delivered at the Seneca Business Welcome Back [here](#).



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SENECA BUSINESS UPDATES

- **ACBSP:** Seneca Business is now actively pursuing accreditation with the Accreditation Council for Business Schools and Programs (ACBSP). We are joining other Ontario Colleges, Algonquin College and George Brown College in the effort. We now have a Canadian ACBSP Region where faculty can be nominated for teaching excellence awards and students can compete in student showcase awards. For more information on the ACBSP and the accreditation process you can visit the [ACBSP website](#).
- **Business411:** Seneca Business411 has been retired. Students will now be emailing their advisors directly with program-specific questions and can find answers to general questions on [Seneca's chat bot, "Sam."](#) All full-time business students now also have access to the newly developed Student Resources tile in Student Centre. Here they can find a common set of FAQs and their program charts. These resources will be made available to all full-time program areas in a phased approach over the coming year. Seneca Business is the pilot for this work as we already had many of the existing resources.
- **Watch** the [keynote presentation](#) "The Future of Work in the Age of Disruption" from the Seneca Business Welcome Back

DID YOU KNOW?



Students:
This fall we welcomed **just under 10,000** business students in total



Research Participation:

1546 students involved

7 projects received research funding

42 faculty involved

ACADEMIC UPDATES

- **The Teaching & Learning Centre** supports faculty to enhance the academic experience through exemplary teaching practices and engaging learning activities. Visit its [website](#) for information on upcoming events, micro-credentials, academic integrity and much more.
- **Academic Newsletter:** The goal of the newsletter is to share information that will help faculty as they plan, guide and support student learning. [Find more information and archived newsletters.](#)

AROUND THE COLLEGE: I.T.S.

This semester's feature is Information Technology Services (ITS) and an overview of its initiatives for 2019/20.

ITS is taking steps to reduce classroom technology failures, including:

- Reducing the average age of equipment in classroom from **10** years to **3**.
- Installing laser projectors in **199** classrooms, plus **100 more** by March 31st.
- Upgrading **140** classrooms in the past 8 months.
- Installing **112** AODA-compliant podiums in classrooms.
- Implementing remote troubleshooting for NH campus classrooms.

ITS will also be delivering technology support for the Digital Learning Strategy, including:

- Implementing 8 hybrid classrooms, with 2 more being built.
- Implementing Press-books-based Open Education Resources software.
- Launching the Academic Integrity app.
- Launching the CanCred Open Badges system.
- Extending the VR/AR experience.
- Using Examity online virtual proctoring.
- Enabling software and course content management control on program-specific BYO devices.

ITS is also virtualizing OneCard to be available on a mobile app, developing a chat bot for current students and publishing Seneca credentials on a digital blockchain platform.

POP QUIZ!

What was the first degree offered by Seneca Business?



Please provide the degree name and the year. First 5 correct answers will win a prize!

Contact Joelle Allen with your response for a chance to win! sbnews@senecacollege.ca