

Dean's Message

Hi All,

As we approach the final days of another successful term under challenging conditions, I want to thank you for your incredible efforts. Although my return to Seneca Business is still quite fresh, my trust and belief in your ability to deliver in these times while maintaining a strong dedication to our students continues to grow.

I'll know for me, and for many of you, the days and weeks of December leading up to the holiday break can be quite

demanding and stressful, even in a regular, non-pandemic environment. Winding down the fall term, promos, preparing for the break and January start-up, as well as managing our own personal and family responsibilities that come this time of year, are no easy tasks—all of which have been amplified due to the conditions and restrictions of the pandemic. I already feel stressed and tired just typing that!

However, let's not lose sight of what has been accomplished. Despite these challenges and rapid change, Seneca, as an institution, has performed extremely well; the same holds true for the programs and schools within Seneca Business. This is in large, thanks to you. Our commitment to program delivery throughout the pandemic, while also broadening our formats of academic and service delivery has resulted in strong enrolment numbers in both new and returning students as we continue to draw from wider audiences provincially, nationally and globally. The proactive, engaged approach with a heightened sense of awareness has enabled us to retain a strong leadership position. Our strength is in our people and in our team—one that celebrates its achievements and one that supports each other through the challenges and obstacles that we face.

I'm looking forward to the year ahead. It's going to be an awesome year! We have a number of exciting initiatives on the go including further integrating the School of Aviation into Seneca Business, exploring, adopting and developing our use of digital tools and flexible delivery methods, on-boarding new staff and faculty, launching new programs and hopefully reaching a post-pandemic state where we can actually see each other in person!

I wish you all a happy and relaxing holiday break and hope you are able to share it with family and friends. Please take the time to disconnect, rest and reflect.

Jeff McCarthy

Dean, Seneca Business



Jeff McCarthy

School Updates

School of Accounting and Financial Services Inaugural Seneca Case Competition

SAFS CASE COMPETITION

The School of Accounting and Finance (SAFS) hosted its first case competition on November 18, 2021. This event was graciously sponsored by Chartered Professional Accountants of Ontario (CPAO). SAFS had three very qualified teams participate and the winning team received a cash prize of \$1,000.

The teams worked on challenging case studies over a five-week period and received coaching, presentation tips, and interactive feedback from Seneca faculty, alumni and CPAO. On presentation day, Chartered Professional Accountants (CPAs) from the industry judged the teams' performance, engaged in an informative Q&A session and shared invaluable suggestions with the teams to continue leveraging their skills for future success—whether in their studies, job interviews or on co-op placements.

In addition to the teams' strong technical knowledge, the judges were impressed by the participants' professionalism, maturity, and ability to think beyond the numbers. Tremendous value was also added by discussing strategy and providing GANTT timelines to help the case company implement the recommended course of actions proposed by the teams. The teams worked collaboratively in a very time-constrained environment and prepared visually appealing, coherent and engaging PowerPoint slides. All teams displayed strong communication skills.

NEW BLOG POST!

School of Hospitality and Tourism Staying Connected

The School of Hospitality and Tourism (SoHT) is helping students stay connected through multiple blog websites that cater to specific SoHT programs. The [Seneca Flight Services](#) website allows students and [alumni](#) to share their experiences and provide advice to students looking to excel in the Flight programs. With the industry poised to bounce back post-pandemic, students can even visit the [job board](#) section to see who is currently hiring and can apply directly on the website. Get to know the dedicated [Faculty](#) members by clicking on their picture to see their background and how they became so passionate about their work. These blog posts create a unique way to engage and motivate students as the industry navigates through these challenging times.

School Updates



School of Management & Entrepreneurship

Business Analytics Spotlight

The Business Analytics (BAN) Graduate Certificate students have had a busy and exciting Fall 2021 semester! Twenty student teams participated in the Adobe Analytics Challenge: a unique analytics-focused business case competition where students were given the opportunity to use Adobe's industry-leading analytics products and access real-world data from this year's partner, Disney. Furthermore, a guest speaker event on the "Role of Business Analytics and Artificial Intelligence on Organizational Transformation and Growth" was delivered by Mr. Ahsan Siddiqi, a BAN program PAC member and expert on technology strategies, architecture and digital transformation.

Finally, the BAN program is thrilled to announce the addition of a [Tier 1 SAS Academic Specialization](#) (starting January 2022) that will enable graduating students to earn a badge that they can display on their LinkedIn profiles to showcase their SAS skills.

School of Aviation

School of Aviation Working Toward Accreditation Renewal from the Aviation Accreditation Board International (AABI).

Currently, the School of Aviation's Bachelor of Aviation Technology program is seeking a renewal accreditation and the Advanced Diploma Aviation Safety program's initial accreditation status from the AABI.

During October, the School hosted the AABI visiting team from other international aviation schools to validate our Self-study report submitted this past summer. We await Board approval this winter. The Aviation Accreditation ensures that professional programs achieve and maintain a level of performance, integrity and quality that entitles them to the confidence of the educational community and public they serve.

Being an accredited member of AABI supports the School with meeting our overall goals, which include continuing to:

- be an inclusive international leader in aviation education and aviation safety,
- be recognized internationally for its quality graduates and expert faculty,
- utilize innovative teaching methodologies that support student learning; and
- build strong industry partnerships that meet today's needs and envision the future.



School Updates

School of Legal, Public & Office Administration

Lynn Fournier-Ruggles Kicks Off CPD Webinar at Ashton College, British Columbia

This past October, Lynn Fournier-Ruggles, Program Co-ordinator for the Justice Administration Services Program, participated in an expert panel hosted by Ashton College in Vancouver, B.C. to support the continuing professional development of legal immigration professionals. Lynn was invited to speak at the CPD – Annual Review: 2021 Summary – 2022 Targets event to highlight the release of her latest 5th edition of Canadian Immigration and Refugee Law for Legal Professionals and to discuss current challenges in the industry.

The event was held remotely with over 1,200 registered participants from across Canada that included regulated Canadian immigration consultants, immigration lawyers, instructors and students scheduled to write their entry-to-practice exams.



Patricia Sheppard Champions OAs at the Skills Ontario Business Technology Competition

For the first time, School of Legal, Public and Office Administration will be competing in the Skills Ontario Business Technology competition to be held in early May 2022. Professor Patricia Sheppard, who organizes the team says, "Our office administration competitors are hard at work perfecting their MS Office skills and we expect them to be fierce competitors."

#SenecaProud of our subject matter experts!

School Updates

School of Human Resources & Global Business

Supply Chain Management Graduate Certificate Program Stronger than Ever

It has never been a better time to graduate from our Supply Chain Management – Global Logistics Graduate Certificate program. The market demand is strong and positions are waiting. We expect our students to be at the front of the line for these demanding new roles as we took several initiatives to strengthen our program.

First of all, there is no better example of our commitment to United Nations' Principles for Responsible Management Education (PRME) than the Graduate Certificate in Supply Chain Management – Global Logistics (SCM).

As of September 2021, students entering the Graduate Certificate in Supply Chain Management – Global logistics will be taking a course in semester one on Sustainability and Corporate Social Responsibility, where they'll learn the skills needed to create a business case for sustainability

initiatives. In semester two, students can choose to continue their focus on sustainability by taking a Supply Chain Sustainability course, or focus on SAP, a key differentiator for them in the job market.

SAP is one of the market leaders in Enterprise Resource Planning (ERP) software. A key strength of this Seneca Business program is that students have had the opportunity to learn this software since 2007. Currently, students take SCM820 in semester one and have the option to continue in semester two with SCM920. Students who complete both courses are eligible to receive a Certificate of Recognition issued jointly from SAP and Seneca. One of the best opportunities for SCM students after semester two is to sign up for TS410. This ten-day optional bootcamp prepares students for the exam based on SAP S/4 HANA 1809. Students who complete the exam successfully exam can become a SAP Certified Consultant—SAP Certified Application Associate.

Another exciting addition to SCM is a capstone course where students are assigned an industry partner and work in teams to solve a business supply chain problem, which have been significant during the pandemic. The first roll-out will happen in January 2022 and will have students working with one of three partners: Metro (Canadian food retailer), the City of Toronto and the Ontario Pension Board. The best presentations at the end of the term will be held in front of industry partners, whereby teams will have the opportunity to engage in Q&A sessions with the management teams.

A work-integrated learning opportunity has also been implemented in SCM. All students with the required academic standing will have the chance to complete their third semester in the workplace, providing them with a competitive advantage. Students will have the opportunity to take on a contract position for one semester, hone their skills and add relevant work experience to their resumes.



Seneca BUSINESS Community



Katie Potter

Student, School of Aviation

Katie Potter is in the Honours Bachelor of Aviation Technology program at Seneca. From a young age, she had aspirations of becoming a pilot. Leaving her home in Alberta was a difficult decision, but it was worth it because of Seneca's excellent aviation program. She knew that she was entering a very challenging program and would be required to keep up with her academic workload while completing her flight training. However, she knew that she could meet those challenges with the support of the college. Katie is grateful to have access to modern, well-maintained simulators and aircrafts, as well as the support of exceptional instructors throughout her Private Pilot Licence (PPL) training phases. The training that she will receive on the Canadian Regional Jet (CRJ) simulator, combined with the Jazz Cadet Program, will prepare her very well for her career as an airline pilot.

Seneca BUSINESS Community

one
ninety
notary

MODERN DAY, MODERN WAY



Seneca Business Alumni Team up to create One Ninety Notary

Chantel Malcolm-Henry and Diane Hwang completed the Paralegal (Accelerated) program (PLEA) from 2015 to 2016. They continue to hold their P1 Licenses. In August 2020, due to legislative updates responding to restrictions caused by COVID-19, paralegals could become notaries in the same manner as lawyers. This was made possible by Bill 190, COVID-19 Response and Reforms to Modernize Ontario Act, 2020, which allows paralegals to notarize documents remotely and virtually. Chantel and Diane subsequently became notary publics and founded One Ninety Notary; their goal was to promote greater access to notary services during these uncertain times. The PLEA program assisted the team develop this new venture, drawing on courses that taught them how to create a new business, think through legal implications of business operations, and have an effective public presence. As a way to give back to the Seneca community, they provided free notary services to Seneca's paralegal students who required commissioning for their licensing applications.

Seneca BUSINESS Community



Chantel Malcolm-Henry Alumni, Paralegal

Upon graduating from the PLEA program, Chantel was able to get a job in her field right away as a Legal Assistant at Tangerine Bank. Chantel truly believes that the legal background/skills she gained from the PLEA program—particularly from ADR, Legal Entities and Relationships, Legal Drafting and Communication, and Advocacy courses—have been the key component to her success in the field thus far, ultimately allowing her to progress into her current role as a Contracts Manager in Scotiabank's Legal Department. If there is any advice she could share with current students at Seneca, it would be to remember that your classmates are your network; build bonds with like-minded people because it will help you navigate life after Seneca. Also, don't underestimate yourself. You have all the tools you need for success, so don't be afraid to get out there and try.



Diane Hwang Alumni, Paralegal

Diane started her legal career shortly after graduating from the PLEA program. Before applying to law school, she worked as a legal assistant in personal injury at the firm where she completed her placement, and Scotiabank's Legal Department. Diane is currently in her final year at the University of Ottawa and an incoming Articling student at DLA Piper LLP. At Seneca, Diane enjoyed Alternative Dispute Resolution, Administrative Law, and Employment Law. Today, she continues to apply the valuable skills she learned in other courses like Legal Drafting and Communication, Legal Research, and Practice Management and Business Communications. Opportunities stemmed from taking a chance by applying to Seneca to explore a legal career. Diane encourages others to actively pursue their goals. Find those who take interest in you and your career and, most importantly, value and maintain the bonds you make. Your success will be the result of team effort and your continuous dedication.



Seneca BUSINESS Community

Maksim Sokolov

Professor, School of Management & Entrepreneurship

Maksim received his PhD in mathematics in 2005 from the National University of Uzbekistan. He started his career as a researcher and lecturer of pure mathematics, which are roles he explored at the National University of Uzbekistan, Moscow State University, the Abdus Salam International Centre for Theoretical Physics and Cardiff University.

Over time, Maksim began to focus on financial mathematics, took on business management positions and received the Professional Risk Management (PRM) designation in 2012. Maksim is also passionate about mathematics education and received his M.Ed. degree from York University in 2016.

Before becoming a full-time professor at Seneca in 2016, Maksim taught business and financial mathematics at Ryerson University and Sheridan College. Apart from his professional interests, Maksim is passionate about the outdoors, photography and literature



Jeff Anderson

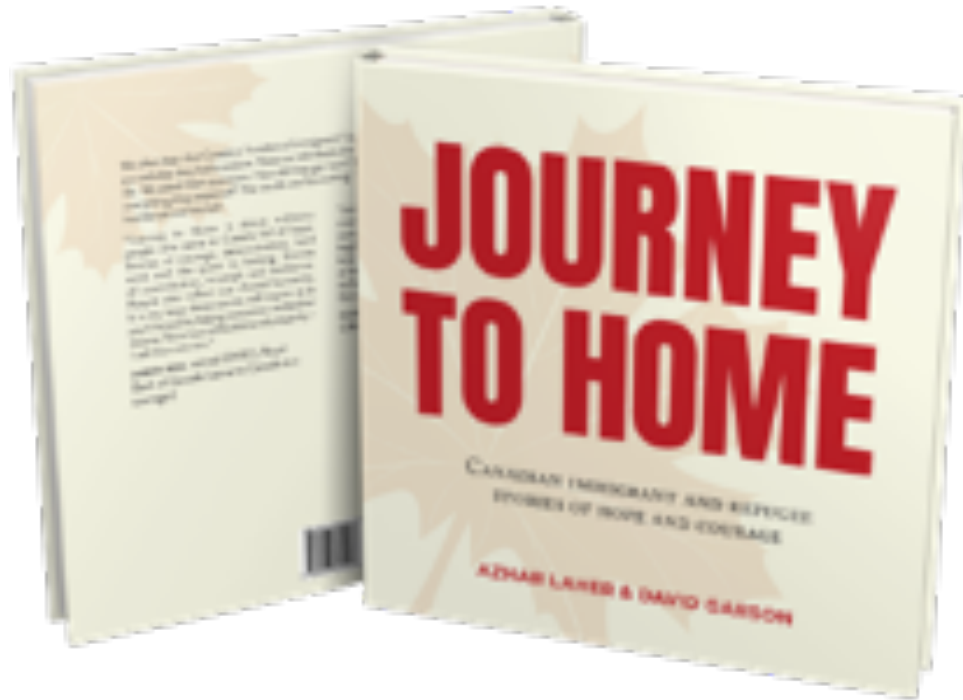
Aircraft Maintenance Engineer

Jeff is the Person Responsible for Maintenance (PRM) for the School of Aviation. Jeff started flying in his early 20s, but eventually went on to a career in aircraft maintenance. He currently has close to 30 years of aviation experience from working at a small AMO at Buttonville Airport, Pratt and Whitney Canada, Bombardier and, of course, Seneca.

Jeff's team has over 100 years of aviation experience that includes five licensed Aircraft Maintenance Engineers and one Flight Simulator Technician. The team maintains the complete Seneca fleet of aircraft and simulators that includes 20 aircrafts (nine Cessna 172S, eight G1000 Cessna 172S, two B58, one G58), ten simulators (G58, G1000, Baron, Cessna 172, B200, CRJ) and a crosswind trainer. The team is responsible for performing a number of duties on a regular basis, including daily aircraft inspections, oil changes, GPS updates and defects. In the slower flying season, aircraft engine overhauls take top priority during this time. The team also sends out seats to be reupholstered and cleans up aircraft interiors from the busy summer months.

The School of Aviation is recognized internationally for quality graduates and exceptional high standard facilities in the SOA at the Peterborough campus. It is known as an inclusive, international leader of aviation education and safety, with a comprehensive in-house maintenance shop (AMO) for all aircrafts and simulators.

Seneca BUSINESS Community



Azhar Laher, Co-author of Journey to Home: Canadian Immigrant and Refugee Stories of Hope and Courage

For the past two years, Azhar Laher, Professor, School of Management & Entrepreneurship, and his co-author David Garson, have been working on a new book titled, Journey to Home: Canadian Immigrant and Refugee Stories of Hope and Courage. The book presents a rich tapestry of diverse immigration experiences from the very young to the mature—desperate flights from danger, economic hardship, marriage-based migration or professional moves.

Journey to Home: Canadian Immigrant and Refugee Stories of Hope and Courage documents original stories from immigrants and refugees who have made Canada their home. Laher (member of the Seneca faculty) and Garson asked first generation Canadians, from all over the world, to tell their stories. These are individuals who gave up everything for a chance at a better life. How did they get here? Do they have regrets? Is living in Canada everything they expected? The results are fascinating. This book contains tales of hope, despair, heartbreak and triumph. The stories are all unique and extremely personal, but they all shared one common goal: to make Canada their home.

More information about this book can be found here: <https://ajourneytohome.ca/>



Seneca Business Becomes the First College in Ontario to be Accredited by the Accreditation Council for Business Schools & Programs (ACBSP).

On November 18th, Seneca Business became the first college in Ontario with ACBSP accredited business programs. This is a huge accomplishment and culmination of 18 months of hard work and dedication from faculty and staff throughout Seneca Business. ACBSP accreditation enables our students to graduate from an internationally accredited Business program. It is focused on teaching excellence and continuous improvement and requires systemic processes to set goals, collect data, analyze results and, where applicable implement improvement measures that result in enhanced student success. Our accreditation will increase graduate mobility, faculty research, student collaboration, program articulation and global opportunities and partnership for faculty and students. The following programs are now fully accredited by the ACBSP:

Degree:

Honours Bachelor of Commerce - Business Management
Honours Bachelor of Commerce - Marketing
Honours Bachelor of Commerce - Financial Planning
Honours Bachelor of Commerce - Human Resources Management
Honours Bachelor of Commerce - Accounting & Finance
Honours Bachelor of Commerce - International Business Management

Advanced Diploma:

Ontario College Advanced Diploma - Accounting and Finance
Ontario College Advanced Diploma - Business Administration - Financial Planning
Ontario College Advanced Diploma - Business Administration - Human Resources
Ontario College Advanced Diploma - Business Administration - Management
Ontario College Advanced Diploma - Business Administration - Marketing
Ontario College Advanced Diploma - Business Administration - Purchasing and Supply Management
Ontario College Advanced Diploma - Business Administration - International Business

Diploma:

Ontario College Diploma - Accounting
Ontario College Diploma - Accounting and Payroll
Ontario College Diploma - Business - Insurance
Ontario College Diploma - Business
Ontario College Diploma - Business Marketing
Ontario College Diploma - Financial Services - Client Services
Ontario College Diploma - Hospitality - Hotel and Restaurant Services Management
Ontario College Diploma - Business - International Business
Ontario College Diploma - Tourism - Services Management - Global Tourism Business Specialization
Ontario College Diploma - Tourism - Services Management - Travel Services Specialization

Updates from the PRME Working Group - Fall 2021

SDG Multimedia Contest

This fall, the PRME working group hosted the SDG Multimedia Contest. The contest was aimed at encouraging students to bring forward ideas for a more inclusive, equitable and sustainable Seneca Business, using SDGs to support their ideas and expressing them as either an infographic or a short video.

The contest had close to 90 student responses. Students had the chance to join as individuals or teams, and to work with faculty mentors for their submissions. Submissions were shortlisted by faculty judges and then the top six finalists were voted on by the Seneca Business community (students, staff, and faculty). The closing ceremony, on December 3, was hosted by sustainability guru Bob Willard who also gave a keynote address.

The winning entries were:

- Best infographic design: "Change Your Lens" team.
- Best video: "Integrating a Sustainable Curriculum within Seneca Business" team.

Training for Mapping of SDGs for Courses & Programs

On September 24th and 30th, the PRME Working Group hosted the first round of training sessions for 17 faculty evaluators in the SDG mapping process. The training was designed to help the evaluators develop the required skill set to map the Learning Outcomes of the programs and courses of their respective schools against the 17 SDGs. The process of mapping will be instrumental in strategic alignment of future curriculum updates in Seneca Business.

An additional 20 programs will be mapped across Seneca Business by the end of this fall. This is a huge accomplishment for all of us. We would like to thank all of you who helped us make it thus far!

Please reach out to the Working Group (prme-wg@senecacollege.ca) if you would like to get involved or have questions.

Upcoming Event for Winter 2022

PRME Working Group is proud to announce that it will be supporting the Sustainability Hackathon 2022 – From Industrial Revolution to Sustainable Planet. Stay tuned for more information!





AT THE END OF SEPTEMBER, SENECA BUSINESS WELCOMED THE SCHOOL OF AVIATION (SOA) INTO THE FACULTY.

HERE ARE SOME FUN FACTS YOU MAY NOT HAVE KNOWN ABOUT THE SOA.



The windsock – pictured here, determines the wind speed – only experienced pilots fly when the windsock looks like this



When visiting the Peterborough campus, you may come across a bathtub on wheels. The bathtub is not used for bathing (so to speak), but is a rite of passage when students complete their first solo flight by taking a “ride.”



Sammy Sting, as we all know, is a busy bee! However, did you know that he is an aviation enthusiast?



Believe it or not... the lights on a runway are not for decoration! They all have meaning.

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ACADEMIC UPDATES

- The Teaching & Learning Centre supports faculty to enhance the academic experience through exemplary teaching practices and engaging learning activities. Visit the [website](#) for information on upcoming events, micro-credentials, academic integrity and much more.
- Academic College Council (ACC) acts in an advisory capacity, and is responsible for reviewing and providing recommendations on matters related to academic policy and the implementation of Seneca's Academic Plan. For information on meetings, ACC sub-committees, and faculty & staff resources, visit the ACC [website](#).

SENECA BUSINESS UPDATES

- **Share on Social Media:** Send your pictures to wayne.lapasa@senecacollege.ca and we'll post them on our [Twitter](#), [Facebook](#) and [Instagram](#).
- **Intranet reminder.** The Seneca Business Intranet is a platform for all Seneca Business faculty and staff to keep updated on news and events surrounding our schools. Access the Intranet [here](#).
- **Have an article that you wish to share?** You can create and submit events, articles or news stories directly via the intranet. Click [here](#) for support.

Congratulations to the following individuals who submitted correct answers from last semester's newsletter:

- Diane Kapel
- Mauro Spies
- Logan Todd



QUIZ!

POP QUIZ:

When visiting the School of Aviation at the Peterborough campus, what does CFI stand for?

Contact Joelle Allen with your response, sbnews@senecacollege.ca. The first five responses will be recognized in the next edition of the newsletter.

AROUND THE COLLEGE: SENECA LIBRARIES

Seneca Libraries works with Seneca faculty and students to enhance student success. You can access resources, information literacy workshops and tutorials, citation guides and workshops and other student-centred services.

Our collection is more than 93% digital, and includes books, case studies, industry reports, articles, streaming media, statistical data and more! Leverage our digital collection for course readings, textbook alternatives and sources for research assignments. You can start with one of the business [subject guides](#) to find a curated selection of resources.

FEATURED SUPPORTS FOR STUDENTS:

- [Interactive Tutorials and Videos](#) covering library research, citation and business research topics. Don't see one that meets the research needs of your students? Contact your liaison librarian to discuss customized support for your class.
- [Seneca Sandbox Webinars, Tutorials, and Digital Media Appointments](#) support students with digital media assignments (such as e-Pitches, infographics and videos).
- [Online Citation Workshops and APA/MLA Citation Guides](#) to support students with academic integrity.

FEATURED TOOL FOR FACULTY: [LEGANTO](#)

- Leganto is a course resource list management system that can be embedded in Learn@Seneca courses. Use Leganto to easily create a course reading list that can include library resources, web content and more.

FEATURED DATABASE: [SAGE BUSINESS CASES](#)

- Looking for case studies to use in your classes? SAGE Business Cases offers more than 3,500 case studies on many business topics.