

DEAN'S MESSAGE

Well, here we are the close of the Summer 2021 term, heading into the Fall and the start of a new academic year. Since the beginning of the pandemic, Seneca has made the health and safety of its community a top priority, and we at Seneca Business have accepted that challenge by continuing to deliver the majority of our programs online.

Our vision is to create business leaders who incubate ideas, drive innovation and do good in the world. For Seneca Business, this year continues to be one of great excitement and promise, with our strong commitment to sustainability, program quality initiatives and high impact experiences for our students and employees.



The first Seneca Business Sustainability Speaker Series which kicked off in early Summer starting with environmental activist Erin Brockovich, will soon be coming to a close on August 31st, as we welcome our final speaker, Dr. David Suzuki (OC), the world-renowned environmentalist, zoologist and science journalist. Dr. Suzuki's upcoming talk will surely be a call to action!

In July, we said farewell to Mary Vaughan, who has since moved on to be the Senior Vice President Academic and Student Success, at Lambton College. Mary served as Seneca's Dean of Business since 2017 and inspired many of the changes from which we are benefitting now, and that will continue to underlie all that we do in Seneca Business. In the interim, I will be Dean and the search for a new Dean is underway.

As many of you may know, Seneca Business has been working towards accreditation with the Accreditation Council of Business Schools and Programs (ACBSP) over the past year. As of July 15, 2021, we have submitted our self-study report and the next step is a virtual site visit that will be taking place in late September. We look forward to updating you all with our progress once the site visit has concluded.

As the upcoming academic year approaches, we are delighted to welcome new full-time and part-time faculty, as well as the new Director for the Centre for Financial Innovation, Linda Dundas.

There is just so much happening in Seneca Business - and there is so much more to come. Looking forward to seeing you all (virtually) at the Seneca Business Welcome Back!

Sincerely,

A handwritten signature in black ink that reads "Sarah Arliss".

Dean (Interim), Seneca Business

SCHOOL UPDATES

SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

Interim Dean, Sarah Arliss

Sarah Arliss is the Interim Dean of Seneca Business. An economist, entrepreneur, professor, administrator and leader. She has spent over 25 years in Post-Secondary education and before joining Seneca, she served 11 years in the Ontario Public Service, Ministry of Education, Training, Colleges and Universities. Sarah holds a B.A (Hons) from York University and an M.A. from the University of Saskatchewan. She has two dogs and considers that there is not much better than being in a garden or near a river or lake – acknowledging that we must appreciate and be stewards and caretakers of the land and the 'natural world' of which we are a part.



Interim Chair, Cristina Italia

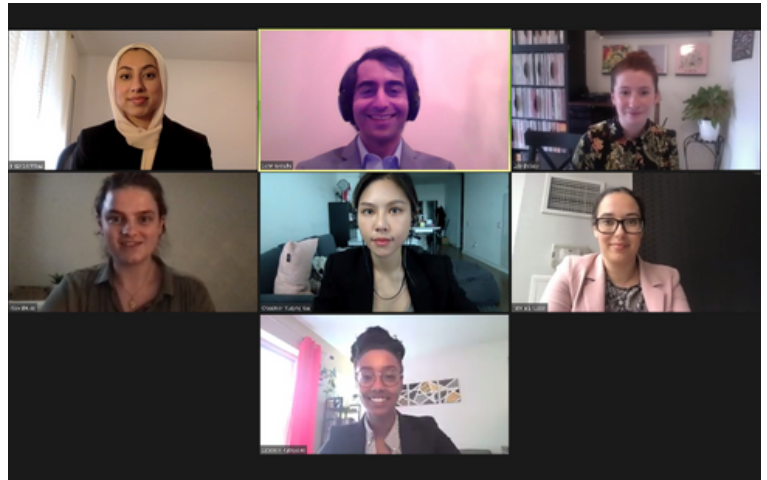
Cristina Italia will provide leadership and support as the interim Academic Chair. Cristina is a Professor of Entrepreneurship and Program Coordinator for the Business Administration – Management Advanced Diploma with the School of Management and Entrepreneurship. She is also Faculty Adviser to Enactus Seneca and a past HELIX mentor. Cristina holds an International Bachelor of Business Administration from the Schulich School of Business and a Master of Business Administration (MBA) in Strategy, from SDA Bocconi School of Management. Cristina works with incubators and small businesses in consulting and business coaching capacities and loves to help people realize their entrepreneurial dreams.

Seneca
BUSINESS

SCHOOL OF LEGAL, PUBLIC & OFFICE ADMINISTRATION

Congratulations to Seneca's Paralegal Moot Team!

Four Paralegal (Accelerated) diploma students, Firza Shahbaz, Lyla Belsey, Maria Shuster and Alex Bruce, represented Seneca at the Lions Cup Undergraduate Moot Competition. The final round of the contest saw Firza and Lyla's team compete against McMaster University where they proudly placed second! Firza also received a Distinguished Advocate Award. Placing second in the competition is a significant achievement.



Only half-way through their first semester of the paralegal program, with no previous exposure to a Moot Competition or Aboriginal Law, and only four weeks to prepare - the Seneca Paralegal Moot Team beat out approximately 50 other teams to make it to the final round of the competition. Competitors included teams from universities across Canada, as well as paralegal student teams from Sheridan College and Trios College. Special thanks to our paralegal alumni, professors, and program coordinator for their dedication and time spent coaching the team in preparation for the competition.

SCHOOL OF ACCOUNTING & FINANCIAL SERVICES

School of Accounting and Financial Services professor, Dr. West Suhanic, works with local community of urban growers

A major Seneca-led research project is aiming to help urban farmers tackle one of their biggest problems: how to develop strong and sustainable businesses. "We'll be looking at innovative financing methods," said Dr. West Suhanic. "What makes our project unique is that we'll be bringing science, business and sustainability together in one package."



The project was awarded \$360,000 by the Natural Sciences and Engineering Research Council of Canada and the Social Sciences and Humanities Research Council. Dr. Suhanic will be collaborating with Dr. Lesley Campbell, an associate professor at Ryerson University and an expert in urban agriculture, plant evolution and global climate change. They will lead a team of 12 to 15 Seneca student research assistants and work with the community partners Greenest City and Toronto Urban Growers.

SCHOOL OF HUMAN RESOURCES & GLOBAL BUSINESS

Reinforcing Sustainability in the Business Curriculum

In order to enrich its curriculum with sustainable business management content, SHRGB has worked on development of new courses and revamping of the outdated existing ones for different programs. For diploma students a 1st semester sustainability course has been developed. Introduction to Sustainable Business (SDG101) provides students the opportunity to explore social responsibility principles and sustainability frameworks. Students are also introduced to the United Nations Sustainable Development Goals (UN SDGs) and their relevance in business. This course has been developed with the potential to be added to all business diplomas and advanced diplomas.



The International Business diploma and advance diploma (BUI and BAB) programs are the first two programs that will offer the course as part of their curriculum in September 2021.

For the Graduate Certificate programs, an existing Corporate Social Responsibility course has been revamped and piloted in the International Business Management (IBS) Graduate Certificate program this summer. Effective fall 2021, the Supply Chain Management Graduate Certificate (SCM) will incorporate this new introductory sustainability and CSR course in the first semester of the newly revamped curriculum. Interested students will have the option of deepening their knowledge of sustainability within their field, supply chain, during the second semester.



SCHOOL OF HOSPITALITY AND TOURISM

In honour of World Day Against Trafficking in Persons on July 30th, over 500 students in the School of Hospitality and Tourism proudly completed industry awareness training in combatting Human Trafficking. The training was specifically developed for those working in the Tourism and Hospitality industry and teaches our students to recognize the signs of those persons in vulnerable situations.

SENECA BUSINESS COMMUNITY

Danna Bayona **School of Hospitality & Tourism - Student**

Danna graduated with honours from the Flight Services: Cabin Management and Operations program in April 2021.

Throughout her program, she learned many skills such as communications and teamwork, both a large part of her aviation career. She received hands-on training on the B737 simulator, which gave her the confidence to perform her duties and training within her current position as a Flight Attendant.



During her time at Seneca, she volunteered as a SMILE mentor and helped with the Virtual Open House and both of these opportunities taught her to be a team player and have strong communication skills. "I was able to connect with students and network with fellow aviation professionals. I strongly encourage students to volunteer and work with Seneca to gain new skills and meet new people from all programs."

Danna is currently a Flight Attendant with Flair Airlines and she loves everything about it!

"Seneca prepared me with the necessary knowledge to be successful during my initial training. I felt confident and prepared, which made the training process a lot less overwhelming. I am a happy Flight Attendant that provides safety, customer service and on-time performance. I am grateful for Seneca! I would tell current students not to give up. COVID-19 froze everything in aviation, but we are coming back! Airlines are looking for people that are friendly, eager to learn and want to represent their airline well. Things might be slow, but aviation and travel will never die and you will enjoy life in aviation. You will be tired, excited and tested every day with your patience, but you will never want to leave the industry. This is a great industry to grow in. Enjoy the smiles and stories from passengers - you will remember them all!"

Linda Strickland-Short **School of Legal, Public & Office Administration - Faculty**

Linda has worked in many health care environments since graduating from the Office Administration—Health Services program at Seneca in 1993. She started teaching around 2003, and soon discovered that her true passion in life was to teach others and to inspire them to reach their dreams. She went on to study at the university level, and she has been teaching in the Office Administration program for almost 20 years. Linda enjoys being involved and working with others and looks forward to any opportunity to do so. Linda is the proud mother of two adult children. She contributes her success in life to both Seneca and to her husband who has always encouraged her to follow her dreams. Linda is always willing to lend a helping hand, and she enjoys being involved in different things. Linda is originally from a very small town in Newfoundland and Labrador, and she is fascinated by the beauty of nature.



Deborah Miller
School of Human Resources & Global Business - Faculty

Deborah is an academic and strategic business leader, working in both academic and corporate settings over the past 15 years. For the past 10 years she has worked at various Colleges and Universities in both Business and Psychology departments, including York University, along with the Universities of Calgary and Guelph, respectively.

Deborah also has deep expertise in consulting and specialized corporate experience in the creation and delivery of world-class leadership assessment,

development, coaching, research, and talent management solutions that build performance excellence and lasting results. Deborah works as an Organizational Development Consultant helping leaders and teams achieve success. Deborah has previously worked in Human Resources and Talent Development positions overseeing company-wide leadership assessment, talent, career development and coaching portfolios at both Canadian Tire Corporation Ltd., and Rogers Communications Ltd.

Deborah holds a Ph.D. and M.Sc. in Industrial-Organizational Psychology from the Universities of Guelph, and Calgary, respectively, and an Honour's Undergraduate degree from York University, and is an Associate Certified Coach. Deborah is also a member of the Canadian and American divisions of the Society of Industrial-Organizational Psychology.



Olena Litvinova
School of Hospitality & Tourism - Alumna

Olena graduated from the Hotel & Restaurant Services Management program in 2015. Some of her favourite courses were Hotel Front Office Operations and Management, Catering Management and Wedding Planning. She valued that all of the professors worked in the industry and that their presentations contained examples from personal experiences.

"Hospitality is a very team-oriented industry, therefore skills I learned from Seneca such as high work ethic, networking and team building has really helped with my career. A hotel or a restaurant is like a family where

departments work closely with each other on a daily basis. At Seneca we had a lot of group assignments which helped us connect on a personal and professional level, get to know each other, learn different communication styles and sometimes even resolve challenges within a group."

She connected with the Seneca community by working in the Student Services department under guidance of Isabelle Babici. "It was one of my very first jobs in Canada as I am an international student. I loved every day I spent there and Isabelle became my mentor and role model. It also helped me to better integrate and learn new work culture and also assist other students."

Currently, Olena is a Sales and Events Manager at a luxury hotel chain. The best part of her job is seeing that she can transform space from a blank canvas to a completely new and beautiful decorated space, which will end up being featured in a magazine. "The most rewarding part of my job is to see the smile of a couple on their wedding day in which you took part in making it happen. In our program we were wearing a Seneca hospitality uniform which made us job ready from the start. The HTM program provided the whole spectrum of hospitality opportunities to choose from that helped us to get ready for real life experiences. My advice for students is, do not settle, be curious and try things until you find what you really love doing!"



Shazeen Kassam**School of Legal, Public & Office Administration - Faculty**

Shazeen Kassam was born and raised in Vancouver, B.C. and was called to the bar in Ontario in 2004. She has spent her career focused on the area of criminal defence. She began her career by working for Legal Aid Ontario as a Duty Counsel Lawyer at Old City Hall. After working with Legal Aid for several years, she decided to open her own legal practice as a sole proprietor in downtown Toronto.

Shazeen began teaching at Seneca in the School of Legal and Public Administration in January of 2020 and found a new passion which allows her to share her legal knowledge and expertise. She has taught a variety of courses including Contracts and Torts, Criminal Law, Civil Procedure, and Practice Management to name a few.

Shazeen is a mom to two children and loves spending time with family. Outside of work, Shazeen is a huge sports fan, and loves her Vancouver Canucks and Toronto Raptors.



Linda Dundas**New Director, Centre for Financial Innovation (CFI)
School of Accounting & Financial Services**

Linda Dundas is a finance and capital markets expert with over 30 years of experience spanning trading, treasury, risk management, data management, operations, and financial regulation and supervision, gained in Canada and internationally, in corporate, banking and regulatory environments. She holds graduate degrees in economics and law from L'Université d'Aix-Marseille in France, an Executive MBA issued jointly by the Kellogg School of Management and the Schulich School of Business, and just completed an 8-week fintech fellowship.

Linda was instrumental in launching Canada's new auditor oversight agency, the Canadian Public Accountability Board, where she served as CFO, CIO, COO and Corporate Secretary. Prior to that, she acted as Head of International Affairs for the Ontario Securities Commission.

Most recently, Linda was SVP Operations for Solium Capital, a Calgary-based fintech company that was acquired by Morgan Stanley. Following the acquisition, she served as Executive Director and Group Manager, Morgan Stanley Wealth Management Operations. Her responsibilities included oversight of the Global Contact Centre, Global Client Tax, Global Cash Management, Brokerage and Banking Operations, Reconciliations, Reporting, Business Operations, and Operational Risk.

When not working, Linda practices martial arts and is an avid traveler.



SENECA BUSINESS TRANSFORMATION

Seneca BUSINESS

Seneca Business continues to build on its commitment to sustainability, program quality initiatives and high impact experiences

Sustainability: Over the past year Seneca Business has brought the Seneca Business Sustainability Speakers Series to Seneca students, employees and Seneca Business PAC members, featuring a diverse group of advocates and champions, including Erin Brockovich, Takara Small, and David Miller. Please join us for our final speaker, award-winning scientist, environmentalist and broadcaster, Dr. David Suzuki, on August 31, from 1:00-2:30 PM.

You can register [here](#).



Accreditation Council for Business Schools and Programs (ACBSP): Seneca Business submitted its ACBSP self-study on July 15 and is now preparing for its virtual site visit on September 28 and 29. Once the site visit is complete we will be notified by December 1st of our accreditation status. All updates on our accreditation status can be found here: <https://www.senecacollege.ca/school/seneca-business/accreditation.html>



High Impact Experiences: Seneca Business continues to create high impact experiences for its students through our Impact hubs. Impact Hubs - physical and virtual - connect students with colleagues at other institutions, provide opportunities to incubate business concepts, offer access to industry-tested technology and replicate the environments they'll encounter in their careers. Current examples include, Flights Experiential Hub, Hospitality Lab, HELIX, Centre for Financial Innovation, Mock Courtroom and Mock Office. You can learn more here: <https://www.senecacollege.ca/school/seneca-business/impact-hubs.html>

PRME CORNER

PRME

*an initiative of the
United Nations Global Compact*

Welcome to the launch of the PRME Corner! This will be a regular feature in the Seneca Business newsletter, where you can read about all PRME related activities, updates, and happenings in Seneca Business. In our first issue, we introduce the PRME initiative, what the Seneca Business PRME Working Group is doing and what we are planning for in the upcoming semester.

What is PRME?

The Principles for Responsible Management Education (PRME) is an initiative of the UN Global Compact, the corporate network of the United Nations, for sustainable and responsible corporate governance. Analogous to the Global Compact vision of an inclusive and sustainable global economy, based on universal principles of human and labour rights, environmental protection, and corruption prevention, the PRME aims to establish a responsible management education. As noted by the then UN Secretary-General Ban Ki-moon, "the PRME can take the case for universal values and business into classrooms on every continent."

How does PRME work?

The initiative is based on six principles, which contributes towards making education and research at higher education institutions more responsible. The 6 PRME principles are: a strategically aligned purpose; sustainability-enforcing values; an academic method and focused curriculum; dynamic and applied research; industry partnerships; and facilitating a broad, community dialogue. Similar to Global Compact principles, PRME represents voluntary guidelines to anchor the topics of sustainability, ethics, and responsibility deeply into the education of our students.



PRME CORNER

Seneca BUSINESS

What is Seneca Business doing for PRME?

In January 2021, Seneca Business assembled a multi-disciplinary team of faculty to design, develop, and implement various transformational projects that will help prepare our students to become global leaders in a sustainable future. As a signatory of PRME, we are undertaking a significant commitment to embed the principles of sustainability, ethics and responsibility in our course offerings, research, and partnerships models. As well, we are to share information on the progress we made in implementing the Six Principles through a Sharing Information on Progress (SIP) report every two years.

We are glad to report that so far, PRME Working Group:

- Developed an analytical framework to map programs and courses against SDGs
- Revamped & developed sustainability-related courses
- Designed novel and multi-dimension stakeholder engagement events (e.g., SDG Multimedia Contest, PRME workshops, outdoor seminars, etc.) for both faculty and students for Fall 2021
- Coordinated a strategic alignment with Seneca College internal sustainability initiatives
- Prepared a sustainability-focused students' rewards and recognition system
- Explored additional avenues for further involvement of Program Advisory Committee
- Designing a programmatic system for faculty-led, industry and applied research collaboration opportunities

It is paramount to highlight that partaking and signing up for PRME confirms Seneca Business' strong commitment and support to the UN Global Compact. The values of social responsibility and responsible management education are reflected in the faculty's guiding strategic initiatives, and the Working Group is working towards the design and implementation of actionable items to make them happen.

How can faculty be involved in PRME?

The successful implementation of PRME depends to a large extent on faculty involvement and involvement. We will be looking for faculty to participate as volunteers and/or contribute their expertise and provide us valuable feedback on what we are doing.

Please stay tuned to our announcements in the coming months. We would love to hear from you! Do you have ideas, comments, questions? Contact us at: prme-wg@senecacollege.ca

Click to view the [PRME Video!](#)



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Seneca BUSINESS

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 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 and staff resources, visit the ACC [website](#).

SENECA BUSINESS UPDATES

The **ACBSP Virtual Site visit** is scheduled to take place on September 28th and 29th.

The **Seneca Business Intranet** is a platform for all Seneca Business faculty and staff to keep updated on news and events surrounding our schools. Click [here](#) to view past newsletters.

Share on Social Media: Send your pictures to wayne.lapasa@senecacollege.ca and we'll post them on our [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

DID YOU KNOW?

The Seneca@York Campus was the first college campus to be located on the grounds of a university?



POP QUIZ!

Who was the person responsible for creating the Ontario college system in 1965?



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

This semester's feature is an overview on the Seneca Applied Research Fund (ARF)

The ARF is now open for applications!

What is the purpose of the fund?

The purpose of the Seneca Applied Research Fund (ARF) is to support emerging applied research activities at Seneca.

It is designed to help strengthen the networks among students, faculty, staff as well as external partners of the college.

How much available funding is there?

You can receive up to a \$12,000 grant.

Who is eligible?

The Seneca ARF is open to all full-time and non-full-time Seneca faculty. Co-applicants may include other Seneca staff, directly involved with the research project.

Want to know more?

The Seneca ARF is an institution-wide, internally funded and administered initiative that supports emerging applied research activities at Seneca. It aligns with Seneca's strategic priorities and academic plan, and is designed to strengthen networks among students, faculty, staff and external partners.

Through the Seneca ARF, up to \$12,000 is available to Seneca faculty researchers, through an annual call for proposals, to explore applied research initiatives. In partnership with an industry and/or community partner, research initiatives address a business challenge brought forward by the partner and provide experiential learning opportunities for student researchers. All projects must clearly demonstrate the importance of the research to the external partner and value to student researchers.

Click [here](#) to learn more about the timeline for the 2021-2022 ARF.