

Seneca BUSINESS NEWS

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DEAN'S MESSAGE

At the beginning of each term I always look forward to seeing the amazing accomplishments within our Faculty.

This year brings exciting new initiatives and opportunities. We have our faculty involved in creating and launching new programs, taking part in exciting new teaching opportunities here and abroad, and contributing to the Accreditation Council for Business Schools and Programs (ACBSP) accreditation process. Our students are also actively engaged in competitions, study abroad opportunities and innovative projects that prepare them for our changing world. This newsletter provides only a small sample of activities that we have going on at Seneca Business; however, it serves as a great example of how everything that we do is focused on providing students with the skills and opportunities to succeed.

- Mary Vaughan
 Dean, Seneca Business

STUDENT PROFILE

Carlos Henrique Muniz Gonçalves

is a 4th semester Business Marketing (BMT) Diploma student. During his time at Seneca, Carlos has been an active student ambassador, helping students build their timetables, welcoming guests to various open houses and helping people find their way on campus. Carlos has even been Sammy Sting, twice!

Calm and focused, Carlos decided to put all his efforts into the BMT program, seeing it as "a huge opportunity to start over." At the recent 2019 Ontario Colleges' Marketing Competition (OCMC), Carlos won first place in the Entrepreneurship category, a moment he describes as "something that I will remember forever. Definitely my biggest achievement so far!"

After graduating from Seneca, Carlos plans to stay in Canada and start building his career, combining his Seneca business marketing skills and his digital marketing and content production skills from Brazil.

Gonçalves won first place in the Entrepreneurship category at the 2019 Ontario Colleges' Marketing Competition.



"Seneca is a special place that gives you all the tools to become a better person and professional. I am thankful for everyone that is helping me along this journey."

NEW FACULTY PROFILES

Amreen Omar, School of Legal, Public and Office Administration



Amreen Omar is a lawyer and a professor who has joined the faculty in the Paralegal, Law Clerk and Justice Administration Services programs in Seneca's School of Legal, Public and Office Administration, at the Seneca@York campus. Amreen teaches a variety of courses including contracts, torts and civil procedure. She obtained her law degree from the University of Toronto after completing an Honours Bachelor of Arts degree from McGill University. She was called to the Bar in Ontario in 2000 and practised in natural resources law and administrative law with the Ontario government before joining Seneca

College. From 2015 to 2018, Amreen was also the co-owner of the downtown restaurant Bombay Street Food.

Jameel Qazi, School of International Business and Management



Dr. Jameel Qazi has over 18 years of teaching and industrial experience, having led program and curriculum design for management and marketing programs; taught university and college courses on topics related to change management, negotiations and conflict resolution, cross-cultural management and human resource management; and conducted training sessions in Japan, the Middle East and Canada for the textile, tourism, apparel and entertainment industries. Jameel holds a PhD in management systems and an MBA in contemporary management from Kobe University in Japan. His

research interests include immigrant entrepreneurs, self-initiated expatriates, third-culture kids, case study methodology and born-global firms from developing and third world countries.

FACULTY PROFILE

Azhar Laher, School of Leadership and Human Resources



Laher first from the left.

Azhar Laher is a faculty member in the School of Leadership and Human Resources and the coordinator of the Non-Profit and Social Sector Management Program. His area of expertise is strategic human resources management, with a focus on diversity and inclusion. He has also been involved with Seneca International, where he has delivered leadership and management training in both Mozambique and Kenya. In addition to his teaching responsibilities, Azhar was also involved with a Seneca360 project in which he mentored two non-profit students to deliver a project for the Jane and Finch Community Centre.

Azhar is also an author and active blogger and he enjoys making coffee coasters by hand. Outside of Seneca, Azhar is an active board member at MCIS Language Services, a social entrepreneur, sports nut and executive coach. Azhar enjoys coffee - usually accompanied by tiramisu - local bookstores and anywhere he can stick his toes in the sand.

His big loves are his family, paying it forward and following Toronto sports teams. More information about Azhar can be found at www.azharlaher.com.

ALUMNI PROFILE

Raizelle Paz

Putting her Hospitality, Travel and Tourism studies into practice as a human resources partner at Toronto's most popular new foodie destination, Eataly, Raizelle Paz loves promoting a collaborative and inclusive work culture. By developing initiatives to engage and motivate employees, Raizelle is eager to help colleagues build their careers, while also partnering with industry leaders to implement growth strategies to expand the business. "My Seneca hospitality courses not only introduced me to customer service, they made me understand customers' needs and what it takes to go above and beyond." After graduating in 2005, Raizelle continues to connect with Seneca by participating in on-campus Career Fairs, talking to 1st year hospitality students and offering Seneca students co-op placements and internships. When asked what advice she would give to current students, Raizelle shares, "Be patient, you may not get your dream job right after Seneca but take any opportunity that comes your way and learn from it. Make connections, put yourself out there and meet new people. This will help you build relationships with professionals who can help and give you advice about your career."



"My Seneca hospitality courses not only introduced me to customer service, they made me understand customer's needs and what it takes to go above and beyond."

SCHOOL UPDATES



SCHOOL OF LEADERSHIP AND HUMAN RESOURCES

Experiential Learning Opportunity for HRM Students

Human Resources Management (HRM) students had the opportunity to network with Seneca's HR professionals, who were very kind and open about sharing their specific knowledge and expertise. The visit offered a unique experiential learning opportunity as students were exposed to the various disciplines in HR at Markham Campus, including employee and labour relations, leadership and employee development, organizational development, pension and benefits, talent acquisition and more. A special thank you goes out to the generous support of our Seneca Alumni.



SCHOOL OF HOSPITALITY AND TOURISM

Flight Services Students Receive Newly Designed Uniforms

Seneca's Flight Services students are set to take off with newly designed uniforms. The updated look, which includes a scarf that honours Indigenous teachings, features a neutral colour palette and removable Seneca patch, providing the versatility to transition to an outfit that can be worn outside of the classroom after graduation.

SCHOOL OF ACCOUNTING AND FINANCIAL SERVICES

Wawanesa Insurance Donates \$77,000 to Seneca

On November 15th, the School of Accounting and Financial Services and its student leaders, the Student Leaders in Accounting and Financial Services (SLAFS), hosted VIPs from Wawanesa Insurance at an event in the new CITE building. In recent years, Wawanesa has donated more than \$77,000 to Seneca, including the recent Wawanesa Mutual Insurance Award, which will fund four annual awards to students in the Business Insurance (BIN) Program as well as provide annual support for SLAFS events. Wawanesa representatives are pictured here, along with Professor Jeff Shnier, BIN Program Coordinator, and SLAFS leaders Liza Yurchenko and Helen Rozario.



SCHOOL OF INTERNATIONAL BUSINESS AND MANAGEMENT

Faculty and Students Attend 2019 Annual Toronto Transportation Club Dinner

Students, faculty and the work-integrated learning (WIL) coordinator from the Supply Chain Management - Global Logistics, International Transportation & Customs, and Business Administration - Purchasing and Supply Management programs participated in the 2019 Annual Toronto Transportation Club (TTC) Dinner. This event brought together 1,300+ leaders and practitioners from the transportation and logistics community to celebrate a successful year. Students enjoyed networking with TTC board members and staff, while Seneca faculty and the WIL coordinator were able to bring attention to the incredible work being done at Seneca. Encouraging these exchanges is important, because our WIL students often get hired by TTC members for challenging work in the field.



Students, faculty and the WIL coordinator brought attention to Seneca's excellence.

SCHOOL OF ENGLISH AND LIBERAL STUDIES

Seneca Will Host the 2021 Science Fiction Research Association Annual Conference

Seneca and the School of English and Liberal Studies are thrilled to be hosting the 2021 Science Fiction Research Association (SFRA) annual conference at Newnham Campus. The SFRA is the “oldest non-profit professional organization committed to encouraging, facilitating and rewarding the study of science fiction and fantasy literature, film and other media.” The 2021 conference will celebrate 50 years, welcoming international academic and independent scholars, graduate students, authors, artists and others devoted to SFRA’s commitment to scholarship in the fantastic. Congratulations to Dr. Graham J. Murphy for making this happen!



SCHOOL OF LEGAL, PUBLIC AND OFFICE ADMINISTRATION

Seneca’s Paralegal Program Teams Compete at the Capital Cup Undergraduate Mooting Tournament

Two teams from Seneca’s Paralegal Program recently competed at the Capital Cup Undergraduate Mooting Tournament in Ottawa. The teams, consisting of Kaili Haddock and Stephanie Chan, and Katherine Lukas and Tara Singco, performed extremely well, with Kaili and Stephanie placing 12th out of 84 teams after Day 1. Kaili and Stephanie were one of 16 teams to compete on Day 2 at the Ottawa Courthouse, competing against a team from York University. In addition to impressing the judges, both teams should be commended for their hard work preparing for this competition while maintaining a full course load. Thank you to coach Jen Lorestani, Seneca Paralegal alumni and past member of the Seneca Paralegal Moot Team.

SCHOOL OF MARKETING

Seneca Competes in Niagara Falls at the Ontario Colleges’ Marketing Competition

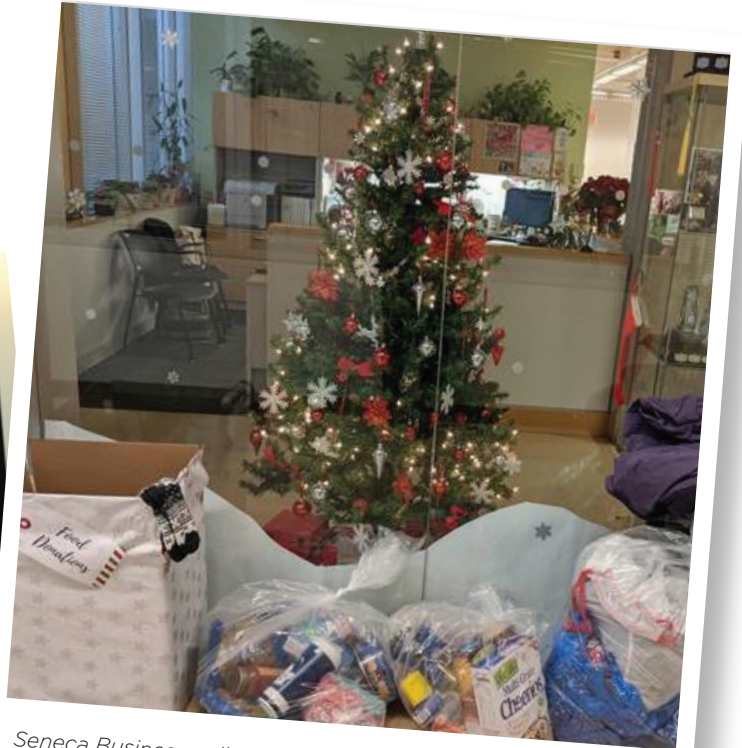
Seneca Marketing students placed fourth among 12 colleges at the 39th annual Ontario Colleges’ Marketing Competition, an annual competition that brings together hundreds of highly motivated business students to display their marketing talents in 11 unique events that emulate real-world business challenges. Seneca’s team of 22 students, led by Scott Campbell, Theresa Seto and several faculty and alumni coaches, received several awards including first place for Entrepreneurship (Carlos Gonçalves & Mackenzie West) and Retail Marketing (Sara May & Soniya Udayashankar), second for the Integrated Marketing Communications team (Bairavi Sripalan & Victor Narvaez), fourth for the Prospect Pitch team (Bruna Silva & Sayeeba Islam), fifth to the Seneca teams in Marketing Strategy (Benjamin Ho Lung & Benjamin Madjanovich) and Marketing Research (Jose Carlos Lima Morales & Andrew Raplenovic), while You-Wei Liao placed fourth in the Quiz Bowl.



HOLIDAY CELEBRATIONS



Door Decorating Challenge:
Athena Hurezeanu and students from Global Hospitality Operations Management, Global Hospitality Business Development and Global Hospitality Services Leadership decorated their hallway.



Seneca Business collected donations of foods and clothes for the 519, a City of Toronto agency that is committed to the health, happiness and full participation of the LGBTQ2S communities.



Door Decorating Challenge:
Diane Kapel and her gingerbread door.



The Schools of Leadership and Human Resources collected food donations for the SSF holiday food drive.



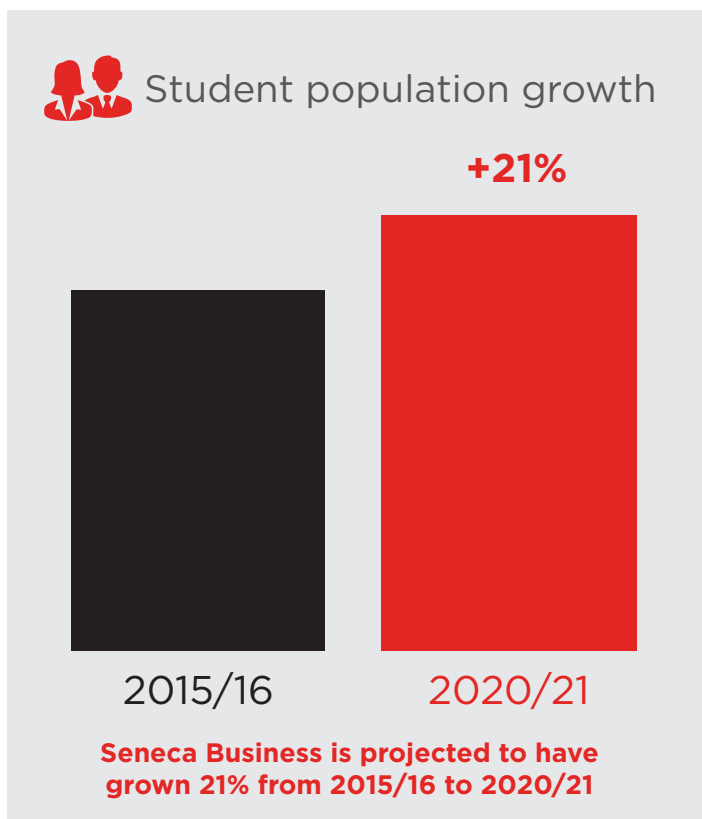
Door Decorating Challenge:
Jon Olinski, DeeAnn Gonsalves and Patricia Sheppard built a Tardis.

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SENECA BUSINESS UPDATES

- **ACBSP:** February 26th Outcomes and Assessment Workshop: There is still space available in the ACBSP Workshop. If you are interested in participating, please contact Joelle Allen (sbnews@senecacollege.ca).
- **Seneca 2020:** Between April 20th and May 1st, 2020, the School of Hospitality and Tourism will be moving to Newnham Campus and the School of Marketing will be moving to Seneca@York.
- **Share on Social Media:** We want to know about all the interesting events, speakers, field trips, etc. in your courses. Send pictures to wayne.lapasa@senecacollege.ca and we'll post them on [Twitter](#), [Facebook](#) and [Instagram](#).
- **Dare to Dip for the Love of our Students:** Mary Vaughan and Vincent Woodruff will be making a splash on March 3rd in Lake Seneca to support the Campaign for Students. You can support the dippers until Feb 28th by donating [here](#).

DID YOU KNOW?



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.](#)
- **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](#).

AROUND THE COLLEGE:

This semester's feature is an overview of work-integrated learning.

Who's WIL? Work-integrated learning, commonly referred to as WIL, is a chance for students to step into the workplace and showcase their academic skills. By participating in WIL, students gain real-world experience with an industry employer for a term. Seneca's Work-Integrated Learning Department prepares students with essential job search skills, provides access to exclusive job opportunities and supports students in securing co-op and work term relevant placements to their fields.

Quick WIL Facts:

- Co-ops and work terms take place from January to April, May to August or September to December.
- Seneca has over 70 programs that offer WIL opportunities, 26 of which are within the Faculty of Business.
- In 2019, hundreds of Seneca Business WIL students participated in co-ops and work terms with organizations that included the Government of Canada, Canada Revenue Agency, Toyota, KPMG, Nestlé, Rogers, BMO, Canadian Border Services, local municipal governments and more.

To learn more about work-integrated learning, email workintegratedlearning@senecacollege.ca.

POP QUIZ!

How many Seneca campuses offer business programs?

Name the campuses.

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

