

Dean's Message

Find a way or make a way. That is what Seneca Business faculty and staff did when we entered this pandemic. It is hard to believe how much the world has changed in the past four months. There has been much suffering and uncertainty in these times, but the one thing that is certain is the commitment, passion, innovation and care for each other and our students that has been demonstrated by Seneca Business employees. It is in unprecedented times such as these when we see how important we are to each other. Our faculty have been incredible in converting their courses to a virtual delivery modality and supporting our students remotely. Our faculty also greatly supported each other as we saw teams come together in course planning and online teaching strategies. We have learned so much from one another and have grown incredibly as a dedicated and engaged team.

A first for us this year was virtually celebrating our employees who are embracing a new chapter in their lives, retirement. With over 220 years of combined full-time employment at Seneca, their careers have deeply touched and impacted thousands of lives. We wish them all the best and thank them for their outstanding service to our students. We also celebrated the accomplishments of our students who graduated in June. We were saddened by not being able to celebrate the Graduates of 2020 in person but the outpouring of messages to students has been incredible.

We have also celebrated many student successes these past few months such as our students excelling at Enactus Nationals, winning the HSBC Women Entrepreneurial Leadership Award and having over 100 Business students participate in a hackathon that focused on solving business-related COVID-19 problems in the GTA. This COVID-19 Response Hackathon was a 4-day virtual event where students competed in teams to develop their unique solutions for business-related problems stemming from the pandemic.

This Fall we were preparing to welcome our School of Hospitality and Tourism to Newnham Campus. We will have a celebratory event when we can all safely come together! While our staff may be working remotely, the construction of state-of-the-art Hospitality and Flight labs are in full swing! I am very excited about these new student learning and teaching spaces and look forward to when we can see our students benefit from these new environments.

In a few short weeks we will be welcoming students into our courses to start the Fall 2020 term. For students new to the post-secondary environment, this is not how they envisioned the start of their college journey, however in your hands, they will receive the best learning experiences from the very best faculty and staff. I want to thank each and every one of you for all that you have done pivoting and excelling to make the amazing learning experiences for our students!

- Mary Vaughan
Dean, Seneca Business

STUDENT & ALUMNI PROFILE

Seneca BUSINESS

STUDENT PROFILE

Jañel Gotauco is a third-year Business Administration – Human Resources (BHR) Advanced Diploma student. She also works as a student ambassador in the Seneca International department, providing support to international students and facilitating campus tours. Her experience in the BHR program has led to many opportunities including a role as a Career Peer for the Career Development department, where she helps students and alumni with their resumés and cover letters. “One of my most memorable experiences was when one of the students I helped was able to get an internship she was eyeing!” she said. Recently, Jañel participated in an HR Case Competition hosted by Career Edge where her team placed fifth out of 25 teams. After graduating from Seneca, Jañel plans to apply her skills in a multinational company and find ways to innovate the practice of HR.



*Jañel is second from the right (beside Alfonsina Chang).
This was taken during the Case Competition held by Career Edge at Ryerson University.*



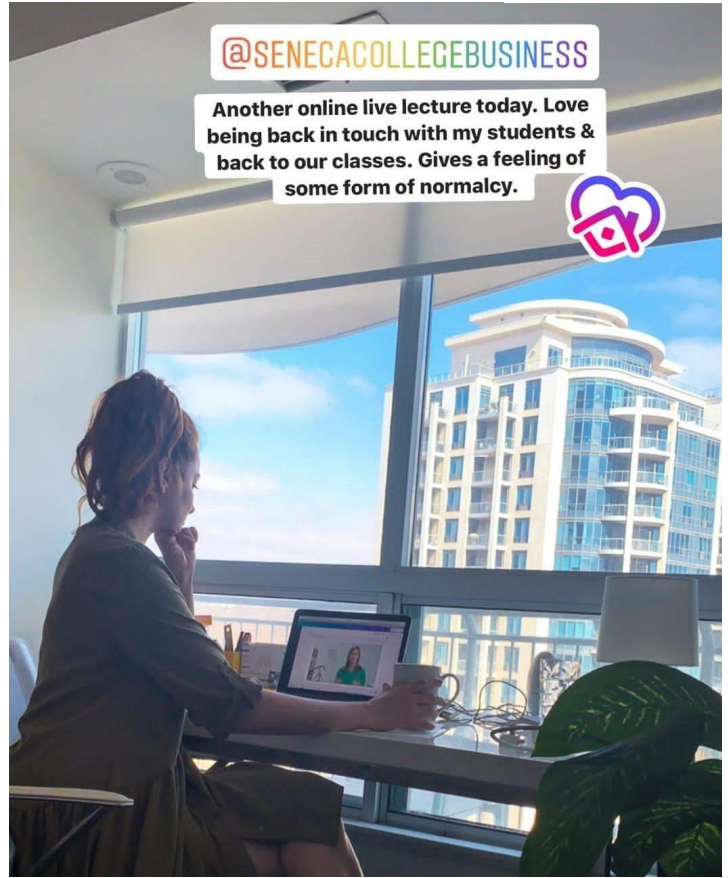
ALUMNI PROFILE

As a graduate of the formally known MES Office Administration program (currently Office Administration – Health Services), Ida Grisoni uses data analysis to help build research and make decisions. Her current position is Data Integrity Analyst for the Bariatric program at Humber River Hospital. Ida also works as a NSQIP (National Surgical Quality Improvement Program) Surgical Clinical Reviewer. With the recent Covid-19 pandemic, Ida saw her career shift when she was redeployed as Patient Family Liaison at Humber River Hospital. She has been connecting patients with their family members by either phone or video calling since the visiting restrictions were put in place. Ida highlights one of her remarkable moments when she was “honoured to help a family plan a physically distanced 67th wedding anniversary.” Now she is applying her skills and experience as a data entry analyst for PPE statistics, managing the PPE usage at the hospital, and reporting numbers to the Ministry of Health. #SenecaProud

ADAPTING TO THE NEW NORMAL

Seneca BUSINESS

With the onset of the pandemic, in an extremely short amount of time, faculty rose to the challenge of converting and delivering their classes in an online environment. This required agility and innovation that we are now seeing across Seneca and Seneca Business. Seneca Business students have had the opportunity to connect with industry professionals for mentoring, compete in a hackathon, go on virtual field trips and even practise flight emergency procedures – all in a virtual environment.



Jim Wyer @JimIntlBusiness · 25 May

@SenecaBusiness @SenecaCollege @SenecaAlumni Seneca grads, students from International Transportation&Customs,Supply Chain Management, Purchasing&Supply Chain were exposed to job search strategies for today's business world. PHENOMENAL PRESENTATION TOM PAULS OF SCL SEARCH GROUP



FACULTY PROFILE**Sachi Kara**
School of Accounting & Financial Services

Sachi Kara is a faculty member in the School of Accounting & Financial Services, Seneca Business. She is a CPA, CMA and has an MBA from the Schulich School of Business at York University. She is also a Project Management Professional (PMP) designation holder. Throughout her career, Sachi has worked as a financial strategist with expertise financial/data analytics, product management and project management expertise in the banking industry. She has more than 20 years of experience that spans many settings, including colleges, universities, boardrooms of the big four banks, conferences and a multitude of North American cities. Her favourite place where she is most inspired and excited is always in the classroom. She strongly believes teaching provides an opportunity for continual learning, advancement and growth and an opportunity to ignite passion, discovery and engagement in her accounting and business students. Sachi and her husband Azzad, also a Seneca professor, are busy raising their teenage son Aaron. The Kara family loves food, foosball and flights! With travel out of question this summer, the Karas have embarked on their gardening adventure of planting as many plants as they can this season – good for the environment and great for uplifting spirits!

**Victoria Taylor**
School of Marketing

Victoria Taylor is a digital marketing enthusiast with a passion for teaching. Victoria taught in the department of Marketing and Consumer Studies at the University of Guelph for three years before joining Seneca's School of Marketing. Over the years, Victoria has taught university and college courses on topics related to consumer behaviour, digital marketing, marketing strategy, international marketing, business consulting, interactive marketing, marketing communications and event marketing. Victoria obtained her Master of Science in Marketing and Consumer Studies from the University of Guelph where she conducted experimental research on topics including brand personality, scheme congruity and sympathetic magic. Before joining Seneca, Victoria was the marketing manager for the Kidney Foundation of Canada.

NEW FACULTY PROFILES**Cheryl Giblon**
School of International Business & Management

Cheryl Giblon, a PhD in marketing, teaches graduate certificate courses in financial and management accounting, global marketing, as well as introductory math for business and finance for the School of International Business & Management. Before this, she spent a semester with the School of Marketing where she taught advanced statistics and business math. Cheryl has more than 30 years of experience in global technology sales, marketing, engineering and operations management and consulting for several startup and large multinational technology companies. She has also spent 15 years sitting on various boards of directors and more than 10 years of part-time teaching at the MBA level. Cheryl earned her PhD from the Schulich School of Business and an MBA and a BA in Computer Engineering & Management from McMaster University.



SCHOOL UPDATES



SCHOOL OF INTERNATIONAL BUSINESS & MANAGEMENT

Silver medal on the regional round - 2020 Association for Supply Chain Management (ASCM) Case Competition

Seneca's team consisting of Lily Nguyen, Izhan Hussain, and Laura Boyu Li (Purchasing & Supply Management program) placed second in the regional round of case competition in February in Chicago. The team scored just slightly behind the first-place team from the University of Wisconsin, Eau Claire. Over the years Seneca has participated many times in this competition with excellent results, having finished both first in Canada, and third Internationally. Once again, we are #SenecaProud of another great result!

SCHOOL OF HOSPITALITY & TOURISM

SoHT Showcase Hospitality Lab almost ready to serve....Vision to Reality!

The Hospitality Lab will provide opportunities for the students to immerse themselves into a real-life experiential learning environment as they develop skills required to successfully operate, manage and increase profitability for an organization. Hospitality industries are becoming much more competitive and customers today have far more options available when they purchase hospitality services. Only those businesses, which clearly understand the concepts of customer service satisfaction through the design and delivery of quality of service, can win over and keep customers. Effective service quality management and leadership provide a sound platform for generating profits in the sector. Graduates of the [Hospitality - Hotel & Restaurant Services Management](#) program are grounded in business and service leadership, technically savvy, have a global mindset, and most of all, are career-ready.



SCHOOL OF LEGAL, PUBLIC & OFFICE ADMINISTRATION

Newmarket Welcomes Students

In January, students from Seneca's Public Administration program spent two days at the Town of Newmarket's Operations Centre and Municipal Offices. Funded in part by Seneca Alumni Affinity Program, they had the opportunity to meet directly with the Mayor, chief administrative officer and leads from 16 other municipal departments in order to gain a better understanding of how the town delivers services to its residents while providing exceptional customer service.



SCHOOL OF MARKETING

Scotiabank Vanier College National Marketing Case Competition (Feb. 8 to Feb. 9, 2020)

A team of four Seneca students (Carlos Henrique Muniz Goncalves, Sara May, Daryna Pechenchis & Victor Narvaez) attended the Scotiabank Vanier National Marketing Case Competition in early February. They were in Division 3, competing against seven other colleges. Seneca placed fourth in their division and although the team was disappointed, they were also very confident in their performance and strategy within the group. It was a major commitment of time and energy with an average of 10 hours of prep time together per week and more hours reading and studying on their own. They now have the wonderful opportunity to add this proud accomplishment of attending and participating in this national competition to their CV and LinkedIn profiles.

SCHOOL OF ENGLISH & LIBERAL STUDIES

Second Annual SELS Symposium

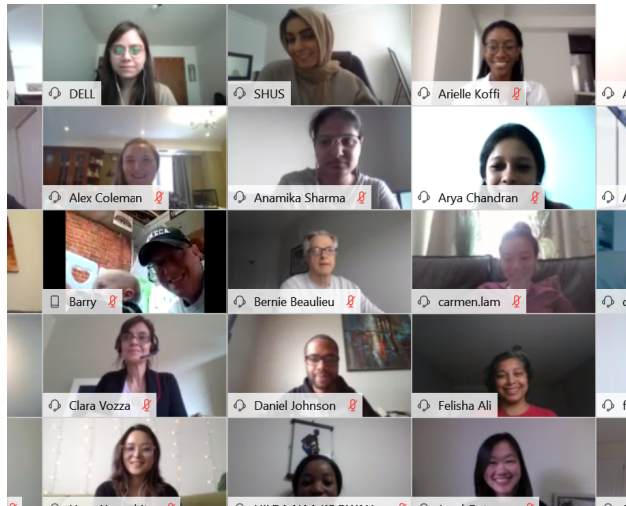
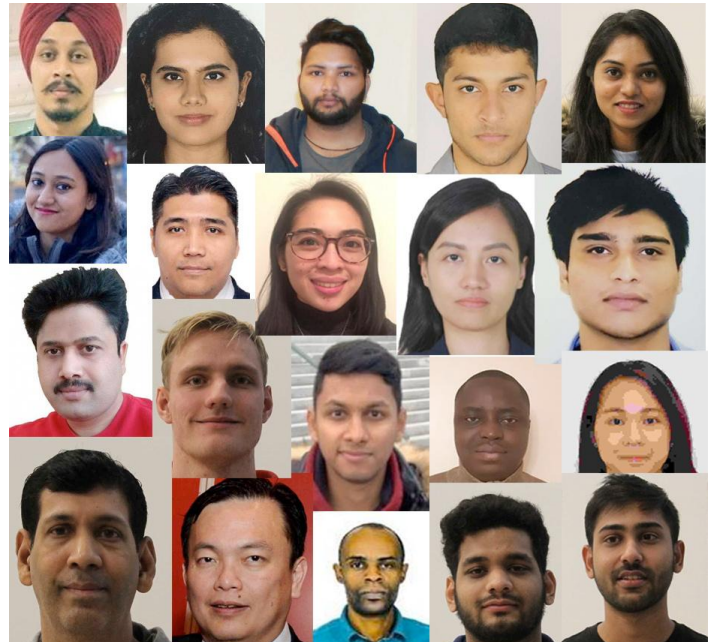
Entitled "Intelligences", the Second Annual SELS Symposium took place on February 26, 2020, at Newnham Campus. This year's keynote speaker was Nora Young, a broadcaster, writer, and creator and host of *Spark* on CBC Radio One. In her presentation, Nora focused on artificial intelligence and its role in the higher education of the future. The attendees could choose among nine sessions on various types of intelligence and their connection to college teaching and learning. It was a great day of honest conversations, useful dialogue, and heart-to-heart exchange with colleagues and fellow thinkers who are passionate about their work at the School of English and Liberal Studies.



SCHOOL OF ACCOUNTING & FINANCIAL SERVICES

Seven Seneca teams selected for the CBA Cyber Security Challenge

Launched in January by the Canadian Bankers Association, the CBA Cyber Security Challenge invited teams from colleges and universities across the country to develop new ideas on how banks can address key cybersecurity issues. Of 150 teams, only 33 were selected. With the help of Boris Loza from the School of Accounting & Financial Services, seven Seneca teams (three from Fintech and four from Cybersecurity & Threat Management programs) were advanced to the final level, but due to the COVID-19, the finals were cancelled. Even so, we are #SenecaProud of this achievement.



SCHOOL OF LEADERSHIP & HUMAN RESOURCES

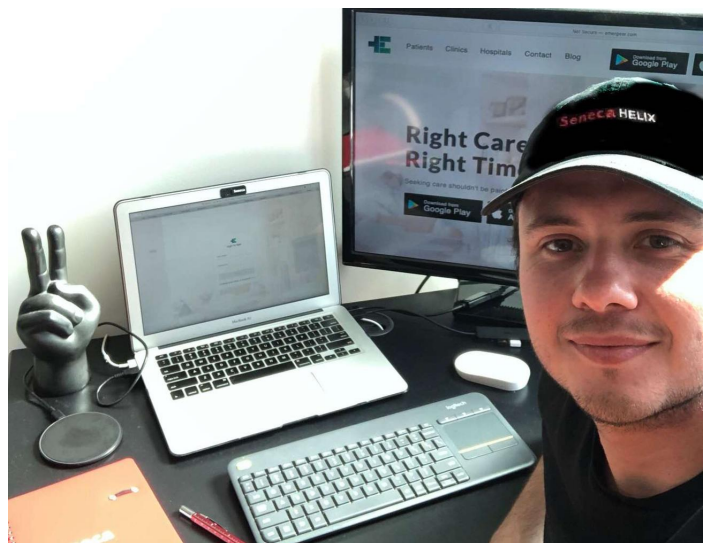
HR Connects gathers 150 students

The School of Leadership & Human Resources ran its 19th annual HR Connects: Industry Networking Event on March 5th. With approximately 150 students in attendance, this networking event for HR students hosted 62 HR professional guests, many of them were Seneca alumni returning to mentor and share their experiences. Students were given an experiential opportunity to learn outside the classroom, to 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!

HELIX

Covid-19 Webex Sessions and Relief Fund

Seneca HELIX has been organizing online sessions focused on helping businesses and people during the Covid-19 pandemic. A total of 182 participants attended the first HELIX COVID-19 Webex session on April 28th focused on developing ventures, while 148 attended the second session on May 7th titled "Getting the most out of your home office". HELIX also has raised \$44,000 from partners including Tazwiz, Global Innovation & Skills Development Canada (GISD), CIBC and Mike Shaver to support the HELIX COVID-19 Relief Fund. HELIXers will apply to receive \$2,000 for the development of their business during COVID-19.



THANK YOU! Seneca BUSINESS

Since the spring the School of Marketing has joined the Faculty of Communication, Art & Design, while the School of English & Liberal Studies joined the Faculty of Arts.

We look forward to the continued collaboration between our Faculties as we move forward into the fall semester.



School of English & Liberal Studies students participating in the Lip Sync Challenge to raise money for the Seneca's annual United Way and Campaign for Students fundraisers.



School of Marketing: 2018 inaugural Make It Happen Leadership Forum Experience



School of Marketing - Marketing students win 2018 Ontario Colleges' Marketing Competition OCMC Provincial Competition



School of English & Liberal Studies - Experiential Learning in Korea

*On June 31, we said goodbye to a group of Seneca Business staff and faculty.
We wish them all the best in their next adventures.*

CARMEN ELLUL

School of Leadership & Human Resources

CAROL FEARON

School of International Business & Management

CONNIE CHIM

School of Hospitality & Tourism

DEBBIE COOPER

School of Hospitality & Tourism

DEBORAH KAY

School of Legal, Public & Office Administration

DIANE WHITE

School of Leadership & Human Resources

ELISE SHERIDAN

School on International Business & Management

ELIZABETH WATT

School of Legal, Public & Office Administration

FRAN SMYTH

School of Accounting & Financial Services

JOANA KURAS

School of International Business & Management

JOY RIGGS

School of International Business & Management

LARRY HURST

School of Accounting & Financial Services

NANCY ELDER

School of Legal, Public & Office Administration

PETER WAN

School of Accounting & Financial Services

SHARYN BOROVOY

School of Legal, Public & Office Administration

Goodbye...

THE BACK PAGE

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.](#) **Deadline for submissions to September 2020 Newsletter: August 7, 2020.**

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

ACBSP: We are looking for reviewers for ACBSP Region 11 for the "Transnational Journal of Business." Those who are interested can contact the editor, Justin Matus at justin.matus@wikes.edu.

Share on Social Media: We want to know about all of the interesting events, speakers, field trips etc. in your courses. Send your pictures to wayne.lapasa@senecacollege.ca and we'll post them on our [Twitter](#), [Facebook](#) and [Instagram](#).

DID YOU KNOW?



Of the 24,610 students enrolled in a Seneca business program between 2012 and 2017, approximately 11 per cent attended either York or Ryerson between 2006-07 and 2017-18.

You can view the full research report [here](#).

AROUND THE COLLEGE

Q & A with Teaching & Learning

Q: What's new in Teaching & Learning?

A: The Teaching & Learning Centre has so many things to offer, but here are a couple that are new and noteworthy:

Nutshells: These are a series of quick, self-pace, online learning modules for faculty. They're designed to take less than 30 minutes to complete and the current series focuses on teaching online. There are currently [six nutshells in this series](#) to complete, with the most recent being [Checking for Understanding Online](#).

Mentimeter: Seneca very recently purchased a Mentimeter subscription for all employees and students. Mentimeter allows you to build interactive presentations that can include polls, quizzes, images and more. Keep an eye on MyPD for upcoming webinars focused on using Mentimeter for teaching and learning at Seneca. In the meantime, you can learn more by watching [recorded Webinars](#) on the Mentimeter site.

Q: I need a refresher in Blackboard. Does Teaching and Learning offer courses in this?

A: Teaching & Learning offers a variety of Blackboard resources, ranging from basics such as creating an announcement and setting up your Grade Centre to more advanced topics such as setting up online groups and using SafeAssign. These are presented as self-pace online modules, which can be found on [Teaching & Learning's My.Seneca page](#). If you work through the [MySeneca Essentials module](#), you can apply for a badge and start your micro-credentials collection. The Teaching & Learning team regularly offers live Blackboard workshops, so be sure to check MyPD for future offerings

Q: Where can I find online teaching tools?

A: The Educational Technology Tool Finder lists a wide variety of tools currently in use by Seneca faculty and students. Reminder, always use Seneca-provisioned tools (i.e. Blackboard, OneDrive, SharePoint, My.Seneca email) when collecting and/or storing student's identifiable personal information. ITS support is available to faculty using Seneca-provided tools. For a full list of Teaching & Learning [click here](#).

POP QUIZ!

In what year did Seneca first open its doors?



First five correct answers will win a prize!

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