

## Dean's Message

This fall semester our first-year students started college in a very different way. A way we could have never imagined. What was this experience like for them? How did they learn and grow in an online environment? For Seneca Business, it has been a semester filled with supportive and caring faculty that have demonstrated to their students that Seneca is there to support them as they begin their postsecondary journey. It has been one where our students have had the opportunities to learn from leading experts in their field and have experiences that have surpassed their expectations. Our faculty rose to the challenge and worked to overcome obstacles and barriers facing our students. Our senior students faced equally challenging situations as we re-imagined what work-integrated learning would look like with remote placements and industry-driven projects. We have witnessed high returning student enrolment because our students value the learning experiences they are receiving here at Seneca. This is a testament to the teaching excellence in Seneca Business. As we look towards the winter semester, we know that we will continue to do what is needed for our students and we will come out of this stronger, together.

The pandemic has accelerated many of our strategies and has also enabled us to pause and reflect on what we must do to emerge stronger and more resilient. For example, Seneca Business has joined the United Nations' Principles of Responsible Management Education (PRME). We have committed to ensuring our students graduate with strong knowledge of the circular economy and possess the capability of making sustainable decisions, decisions that stand the test of time. PRME aims to transform business education and research globally through innovative educational frameworks, deep learning communities and by raising the awareness of the UN's Sustainability Development Goals (SDGs). I encourage you to read more about PRME at the following site: <https://www.unprme.org/>

We are also well on the way with our business accreditation through ACBSP. We are currently in our self-study year and on target for a 2021 submission. By gaining this international accreditation, Seneca will become a leader in the Ontario college system for our commitment to program quality assurance practices and continuous improvement efforts. We are exceeding the required standards of quality while providing assurance to our students and stakeholders that our programs meet a rigorous external review process. We will be joining more than 1,200 accredited business schools globally which will open many collaboration and partnership opportunities for us in the future. Please read more about ACBSP from their website: <https://acbsp.org/>

I wish you a successful conclusion to the fall 2020 term and all the best for the upcoming holiday.

Please stay safe and healthy.

- Mary Vaughan  
Dean, Seneca Business

## SCHOOL UPDATES

### New Flights Hub: Boeing 737 Fuselage

#### SCHOOL OF HOSPITALITY & TOURISM

An airline trainer, originally a Boeing 737 fuselage, arrived in the new Flights Hub lab at Newnham Campus at the beginning of November. The fuselage will provide students in Flight Services programs with real-life flight scenarios to prepare them for their airline careers. The Flights Hub, in the former Mechatronics Centre, will also house a new evacuation slide raft and an airline trainer, originally an Airbus 320, which was moved from Markham Campus.





# Law Society of Ontario



## SCHOOL OF LEGAL, PUBLIC & OFFICE ADMINISTRATION

### Reaccreditation of the Paralegal Program

In the midst of the transition to online learning, the School of Legal, Public & Office Administration also went through a reaccreditation and audit of the Paralegal program by the Law Society of Ontario. It has taken an incredible amount of work on the part of faculty and staff over the past several months to submit all of the necessary documents and make the preparations.

## SCHOOL OF INTERNATIONAL BUSINESS & MANAGEMENT

### Seneca Hackathon

Seneca's Covid-19 Business Response Hackathon was held from June 29 to July 3. Overall, 440 students registered, more than 100 of them Business students from the School of International Business & Management. There was an outstanding opening keynote with more than 500 watching. It featured the CTO of Microsoft Canada, CEO of Sightline Innovation and the Director of the Toronto Product Management Association. There were nine different sponsors from industry that presented challenges to participants. RBC and Lafarge were invited by Cam-Tu Doan from the School of International Business & Management to mentor and sponsor students for this event. At the end of the week, 36 quality projects were submitted.

### Congratulations to the winners:

- **BIZAX** team for Lafarge solution – Cristiane Sousa, Saksham Meharia
- **LUCK** team for RBC solution – ABI Consulting Co: Wilson Bracamonte, Wendy Avila, Sharlene Irvine

Seneca HACKATHON COVID-19 Business Response  
www.senecacollege.ca June 29 - Jul 3, 2020

## 2020 SENECA HACKATHON Winner's List

Overall Winner :  
**Pandemic Safe**

Runner up:  
**VINSK**

- Visualize Covid-19 spread with Big Data: **TEAM PANDEMIC SAFE**
- Remote application for digital receipts and expense payments: **TEAM VINSK**
- Appointment scheduling Hospitality - Ministry of Economic Development and Job Creation and Trade Award: **TEAM EATER**
- Appointment scheduling Hospitality – CPOS Award: **TEAM EXSOL**
- Reference model for skills using Data Analytics: **TEAM CYBER HAMSTERS**
- Abstract thinking for Covid-19 tech response: **TEAM PAY@EASE**
- Reference model for skills using: **TEAM BRAIN CHAIN**
- Maintain Business Continuity during and after Covid-19 – RBC: **TEAM LUCK**
- Maintain Business Continuity during and after Covid-19 – Lafarge: **TEAM BIZVAX**

# Seneca BUSINESS

## SCHOOL OF ACCOUNTING & FINANCIAL SERVICES



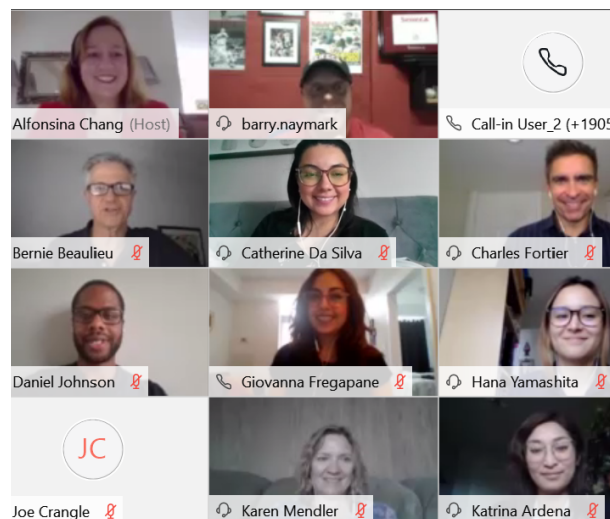
### Seneca Students Selected for Scotiabank's Ascend Program

In the spring of 2020, three students from Seneca's BAF and FIP programs were selected from thousands of graduates across Canada to join the inaugural cohort of Investment Specialists that were hired by Scotiabank as part of the organization's newly created Ascend Program. The Ascend Program provides team members with a 12-month personalized development program that prepares them to be tomorrow's leaders in the financial planning and wealth management profession. With only 20 spots available, our graduates, Naiana Rei Passos Campos G Cortat (BAF), Muhammad Memon (BAF) and Ehsan Gharakhanlou (FIP) have made Seneca proud!

## SCHOOL OF LEADERSHIP & HUMAN RESOURCES

### An Eventful Summer for SLHR

It was an eventful summer for our Human Resources (HR) students completing their last semester in their program. They had the opportunity for one-on-one mentorship from an HR professional in the Seneca community, thanks to the Seneca HR Mentorship Program. April 2019 was the first year of the Seneca HR Mentorship Program, and this year, the program launched for the first time in virtual mode in May. Participating students were matched with select HR alumni and Seneca HR employees to benefit from the guidance of an HR expert. To help ease the transition from campus to corporate life, mentors and mentees connected in weekly one-hour meetings and continued to foster their relationships during the summer until the program's end in August.



A last hoorah took place in September to celebrate the program's completion. Emotional intelligence and mentorship were the topics of the keynote presentation that evening, together with the sharing of success stories, making it a perfect way to conclude the program.

Seneca's Natalie Pedrosa, mentor and 2013 graduate of the Bachelor of Commerce Human Resources Management degree program, summarized her experiences: "No matter where you are in your career, you can learn so much from others. I'm forever grateful for my time at Seneca and the endless amount of times I sought out advice from classmates or professors, to be embraced with open arms. I felt it was only right that I return the favour."

The School of Leadership & Human Resources together with Seneca Alumni look forward to the planning and implementation of their 2021 Seneca HR Mentorship Program.

# STUDENT & ALUMNI PROFILE

Seneca  
BUSINESS



## STUDENT PROFILE

**Maria Camila Cepeda Rojas**  
**School of International Business & Management**

I completed the International Business diploma program at Seneca in April 2020. I am currently working full time at Kids & Company Ltd. as part of the HR team, and running my own business Salsa & Sabor – Colombian Dance Academy. Both of these different professional roles allow me to apply my professional skills, transfer knowledge, impact positively people and enjoy my passion. Each field brings me happiness and motivation to continue working hard on my goals knowing who I am and what I want in my life.

During my time at Seneca, my favourite courses were marketing, intercultural communication, interpersonal selling and transportation procedures. Courses where I was able to explore my creativity, propose new projects and apply them to real business cases. When I was at Seneca I connected with the Seneca community by being a volunteer and part of the Student counsel at SSF, volunteer as Smile mentor and Seneca Latin Dance Club (president/dance instructor), worker with the Admissions and Athletics & Recreation departments.

Seneca prepared me for my current job by providing the different tools, resources and connections that combined with my personality and background, allowed me to find the professional market that always wanted to work on.

My advice to all current students is always act with your true self, treat others with respect and equality, establish good relations with every person you meet during your life journey and always make sure that you know who you are, what makes you special and unique, because at the end of the day that is what the market is searching for.

## ALUMNI PROFILE

**Tim O'Brien**  
**School of Legal, Public & Office Administration**



I had no idea of what was to come. I was 57, and starting the Accelerated Paralegal Program. Twelve months of full-time school, something I had not done for ... 34 years. The fact was, I had a lot of fear that this decision was a horrible mistake. A mistake that would cost me a year that I could little afford to regret. Looking back, I could never have predicted the type of personal growth that my 12 months at Seneca would provide. First of all, I was astonished at the diversity of the student population. For me this was deep immersion into the new reality of Canada. And that alone should be worth the price of admission. And what an impressive group of students, filled with humility, intelligence and constant respect for each other. The other major takeaway was the commitment of the instructors. This program had a torrid pace and a mountain of material yet the instructors forever demanded rigorously formulated submissions (and thinking). There were no easy outs. For me, the push to be academically excellent was a true test and something I relished. I miss those days now. That year was easily one of the best of my life. Being a student is a privilege and to be surrounded by people who care, people who demand a lot and people from around the world is really a pretty good deal. (Today, I do a lot things; some legal service work, some business consulting, some podcast producing and some bad golf play).

# FACULTY PROFILE

# Seneca BUSINESS

## NEW FACULTY PROFILES

### Ramesh Poredi School of Hospitality & Tourism

Ramesh Poredi has been in the hospitality industry for more than 35 years and has a wide range of experience in different food and beverage roles like director of food and beverage, executive chef and food and beverage manager. He has been teaching a variety of hospitality and tourism courses at Seneca since 2010. Ramesh has also been associated with President David Agnew's lunch for environmental and sustainability initiatives, namely the "Fish Lunch," and lunches hosted by Mr. Agnew for the Ontario Minister of Tourism and Ontario Minister of Transport. Ramesh has also had the opportunity to cater The Service Gold Awards for our industry partners and the Career Expo event held every year for students from the School of Hospitality & Tourism (hospitality, tourism and flights programs). Currently he is working on the setup and inception of the new hospitality lab at the Newnham Campus. The lab features a state-of-the-art kitchen and restaurant for students to practise hands-on skills of food and beverage production and service.



### Dr. Mark Hanna School of Accounting & Financial Services

Mark Hanna became the new Chair for the School of Accounting & Financial Services on June 1, 2020. Mark has extensive postsecondary experience with more than 14 years in the college sector and has held various roles such as faculty, director of continuing education and associate dean of business at Humber College.

Mark has a Bachelor of Arts from University of Toronto, Bachelor and Master of Laws from Osgoode Hall Law School and a PhD in Higher Education (Community College Leadership) from University of Toronto's Ontario Institute for Studies in Education. Mark's legal practice focused on intellectual property as well as entertainment law, particularly serving Toronto's local independent music industry. Mark's legal background has provided him with knowledge and expertise in working with regulatory bodies and intellectual property issues.

Mark believes strongly in the principles of service leadership and puts a high value on collaboration and communication. Mark is an innovative leader who is focused on student success combined with strong engagement and support for faculty and staff.

Mark is a father of three children with two puppies. Outside of work, he enjoys singing and playing guitar, standup comedy and spending time with family and friends.



## FACULTY PROFILE



Lawrence Chi (pictured left) with a group of graduating students

### Lawrence Chi School of Leadership & Human Resources

Lawrence has been a proud Senecan since 2015, teaching in the diploma and post-graduate certificate programs. His courses reflect his corporate experience in and personal passion for global human resources management, training and recruitment. Lawrence has co-designed a course in emotional intelligence and consultative skills in a cross-cultural environment.

He believes in collaborating with other programs and heightening Seneca's profile with industry and academic partners. He partnered with the School of Legal & Public Administration to conduct mock interviews to train HR students in interviewing skills and Legal Admin students in interview skills. Lawrence is currently working on Seneca teams to design a Carthy Foundation-sponsored module on recruitment and retaining Indigenous Peoples; a microcredential cross-cultural training program with the Canadian Employee Relocation Council (CERC) and a virtual intercultural project between post-graduate certificate HR students and Windesheim University of Applied Sciences in The Netherlands.

Lawrence also coaches expatriates and repatriates as well as conducts cross-cultural consulting. His community involvement includes being on the board of his boys' school and interests include running insane distances as far as physically, emotionally and mentally possible, proudly wearing his Boston Bruins jersey in front of Leafs fans during springtime and riding his motorcycle northward.

Learn more about Lawrence at [www.TheExpatsCompass.com](http://www.TheExpatsCompass.com)

## UPCOMING COURSES & WORKSHOPS

# Seneca BUSINESS

### Teaching & Learning Centre Courses and Workshops

#### Blackboard: The Basics

This session will explain the tools available in your Blackboard courses. It will also walk you through the process of setting up your course for online teaching. Essentials covered include tools to communicate with students online, share content with students online, and assess students online. Click [here](#) to view the webinar recordings.



#### Nutshells for Online Teaching

The Teaching & Learning Centre Nutshells are a series of quick, self-paced, online professional learning modules for faculty. The modules will introduce a different topic each week and provide faculty with strategies to consider in their practice.

#### New Nutshells are posted on Wednesdays

- The Psychology of Assessment and Feedback
- Introduction to Seneca's Quality Framework
- Supporting Students with Autism Spectrum Disorder (ASD)
- Degree Level Teaching
- Exploring and Evaluating Open Educational Resources
- Communication in Online Courses

Visit the [Nutshells page](#) to get started now.

Click [here](#) to see what else Teaching & Learning has to offer this semester.

# SENECA BUSINESS TRANSFORMATION

# Seneca BUSINESS

**A big bold new vision for Seneca Business post-COVID with the goal of developing business leaders who incubate ideas, drive innovation and do good in the world.**

## **Sustainability**

Seneca Business has become a signatory of the United Nations' Principles for Responsible Management Education (PRME) and will develop sustainability across all our programs. The Principles for Responsible Management Education is a platform to raise the profile of sustainability of business schools around the world, and to equip today's business students with the understanding and ability to cope with and deliver change for the world of tomorrow. The initiative has become the largest organized relationship between the United Nations and management-related higher education institutions; it will help us to achieve our goal to inspire globally responsible graduates. Committing to sustainability through the framework of the UN's PRME reporting will enable Seneca to transform business in five areas: curricula, research, educational frameworks, sustainability-based partnerships, and thought leadership.

**PRME** Principles for Responsible  
Management Education

*an initiative of the United Nations Global Compact*

## **Global Recognition of Quality Business Education through Accreditation Council for Business Schools & Programs (ACBSP)**

Seneca Business is well underway with our accreditation process and began our self-study year in September. We are working towards the goal of submitting our final documents for July 2021. This would accredit Seneca Business in the fall of 2021, making us the first college in Ontario to receive accreditation. ACBSP accreditation enables our students to graduate from a globally accredited Business programs. It is focused on teaching excellence and continuous improvement – and requires systematic processes to set goals, collect data, analyze our results and where applicable, implement improvement measures that result in enhanced student success. This will increase graduate mobility, faculty research, student collaboration, program articulation, recruitment and global opportunities and partnerships and can provide students with enhanced opportunities for funding.



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## Learning Hubs

As the future of work changes rapidly, applied project-based learning is needed to create graduates with global skills, cultural competence, with the ability to understand and respect different perspectives and markets, different work cultures, and to be an effective manager in global settings. The Learning Hubs are an integrated learning model designed to bring two worlds together in Seneca Business; students, faculty and staff with industry and community groups. A learning hub is a space that thrives on collaboration and can enhance partnerships by providing a focal area for student exchange of ideas that are not bound by a class, a cohort, a discipline, or geography. They encourage long-lasting competence development through the use of innovative projects that are aligned to program learning outcomes. Seneca Business has pioneered this approach (with a set of governance principles and structure) in the School of Marketing and School of Hospitality and Tourism and is eager to refine and build upon the model to use across all schools.

## Human-Centric Leadership

Seneca Business graduates will be known not only for their strong business competencies but achieving this through a respectful manner, respecting and caring for all people with an understanding of the need for integrity and ethics in a global world.

We will focus on “modelling the way” in the delivery/learning of human-centric thinking and leadership skills and knowledge where putting humans is at the for front. Through nurturing the balance of the needs of humans and results, students will gain knowledge in the complexities of the world and further develop their social conscience.





# THE BACK PAGE

## ACADEMIC UPDATES

**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 for the March 2021 Newsletter is February 21.**

**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:** ACBSP offers a series of free, pre-recorded webinars. You can find them [here](#).

**The Seneca Business Intranet** platform will officially launch in early December, stay tuned!

**Welcome Back 2020:** If you missed the Seneca Business Welcome Back meeting on September 9, you can watch it [here](#).

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

## DID YOU KNOW?

Seneca Business has 948 unique internal pathways for students?



## POP QUIZ!

*What iconic band played at Seneca Field House on November 2, 1977?*

A big Congratulations to our first 5 correct answers from last semester: Lisa Ballantyne, Lawrence Chi, Diane Kapel, Mark Hanna and Lori Pinder

Contact Joelle Allen with your response, [sbnews@senecacollege.ca](mailto: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: Student Services**

**Top 5 Student Services that you can share with your students**

### 1. Virtual events to keep students learning and connected

We host many events to keep students engaged and meeting others. Events include book clubs, 2SLGBTQ+ meet and greets, international student hang-outs and more. Please help promote the [Student Life Calendar](#) to your students.

### 2. International student support

A team of licensed advisers meet with students to assist with questions regarding study permits, co-op work permits, health insurance, travel restrictions and more. There have been many COVID-19 updates that affect our international students.

If any of your students need assistance they can contact [international.services@senecacollege.ca](mailto:international.services@senecacollege.ca). Seneca is using the [COVID Safe Canada Program iCent app \(iCent\)](#) to help new and returning international students plan their travel to Canada and support them during the required 14-day quarantine period upon arrival in Canada.

### 3. Indigenous student support

The First Peoples @ Seneca team is providing virtual events, teaching and advisement to stay connected to Indigenous culture. Visit [First Peoples @ Seneca Facebook](#) to see various videos such as a recent water blessing at King Campus.

### 4. SeneCan Connect - a virtual Canadian experience

SeneCan Connect is a unique, virtual space that offers Seneca students, at home and abroad, a behind-the-scenes, peer-perspective on living, learning, working and celebrating in Canada. Visit [SeneCan Connect](#)

### 5. Leadership Program

The [Leadership Institute](#) brings together more than 200 Seneca students for a two-day intensive leadership experience, including workshops, team-building activities and inspiring keynote addresses. This is an opportunity for students to develop your leadership skills, network and have fun. Hosted during Study Week in the Fall and winter semesters, this program is open to all students and leadership experience levels.