

Seneca BUSINESS NEWS

Winter 2021

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DEAN'S MESSAGE

It is so hard to believe that we are now past the one-year mark since we transitioned to virtual learning and working. While time seems to have stood still, it also seems to have flown by like we are in some sort of a time warp sci-fi film. It's such a busy time of year with the conclusion to the Winter 2021 academic term and what a term it has been! Our students and faculty have been active in competitions and events such as the Humber Seneca Accounting Case Competition, Osgoode Moot Competition, KPU Business Case Competition, HRPAC Case Competition, HR Mentorship program, SOHT Career Expo, Flights Pinning Ceremony as well as many more. Our students and faculty continue to be amazing and perform on a national level.



For Seneca Business, this year has been one of great excitement with our strong commitment to sustainability, program quality initiatives and high impact experiences for our students and employees. Developing responsible business leaders who know the importance of sustainability and apply these concepts into their business decisions is our mission. We have heard from students, faculty and industry that sustainability is vital to industry and our communities. Seneca Business has made the bold commitment to ensure sustainable concepts are infused within all our business programs. It is important to note that sustainability refers to environment, society and economy. All three come together to form a sustainable ecosystem. This month we launched our Seneca Business Speaker Series with Erin Brockovich with over 700 faculty, staff, and students from across Seneca in attendance. I hope you were all able to attend the session and I hope her messages resonated with you. She definitely lit a fire in so many of us and her messages are important. If you missed the presentation, the video is available until May 3rd and can be accessed [here](#).

Stay tuned for our next speaker on June 2nd where we will have Takara Small joining us. This is an important component to our commitment to sustainability and an area where I welcome other institutions to join us as there is much work to be done and we need everyone involved.

Another exciting update is that our faculty have been engaged in the ACBSP accreditation process for our business programs. This will also be another differentiator as it provides an external global assessment of quality and continuous improvement initiatives. And lastly, our high impact experiences for students, faculty, employees, industry and community are within our Impact Hubs. We have the incredible Flights and Hospitality labs at Newnham, Mock Court Room and Model Office at Seneca@York and we are launching the Centre for Financial Innovation this year. These are the areas where students gain additional authentic, hands on experiences as well as develop their interpersonal skills and broaden their networks. They provide bespoke learning opportunities to corporations, professional bodies and individuals seeking to broaden their knowledge regardless of where they live and advance Seneca's strength on a national and global level.

These initiatives are transformative for Seneca Business as they involve all our students, faculty and our programs to some degree. I encourage everyone to become involved as these initiatives expand and grow.

DEAN'S MESSAGE CONT.

Seneca BUSINESS

I am so proud of Seneca Business employees. The commitment and dedication shown to our students is second to none. Each day our faculty provide exceptional experiences for our students. Finding ways to provide them with co-curricular experiences while also teaching can be a challenge. I like to use Erin Brockovich's word to describe our students and faculty, "stick-to-itiveness", where we continue to do what we are doing even when faced with challenges. If you have not seen our Flights faculty celebrate our students during the incredible Pinning Ceremony with a special dance, please watch their video. It is called the Jerusalem Dance and if you need some extra inspiration and energy this is the video to [watch!](#)

I want to also send a special shout out to Enactus Seneca students and faculty who are competing in May at the Enactus Nationals. You Got This!

And lastly, to all the Moms, Grandmothers, Caregivers, and all of us who are like a second Mom to someone, Happy Mother's Day. Sending all the Mom's a virtual hug and I hope you enjoy your special day.

-Mary
Dean, Seneca Business

SCHOOL UPDATES

SCHOOL OF LEGAL, PUBLIC & OFFICE ADMINISTRATION

Virtual Work Placement Hosted by the Town of Newmarket

Students in the Public Administration (PAD) graduate certificate program kicked off their winter semester with a three-day virtual work placement hosted by the Town of Newmarket. The program provided students with a comprehensive overview of the town's operations through the lens of customer service.

Sessions were organized by theme, with Day 1 sessions providing an introduction and focus on service delivery models and tools used in the public sector. Day 2 was all about dealing with difficult situations, and on Day 3 students met in small groups with key players for various areas of municipal operations.

Students had the opportunity to work on scenarios involving real issues currently faced by the town and gain insights into the various roles and potential career paths within the municipality. On Day 3 they had the opportunity to present their final policy recommendations directly to elected officials and senior staff. The following quote sums up the overall experience:

"Without a doubt, the virtual placement with the Town of Newmarket was a highly engaging, motivating and educational experience. The presentation, the content and the practicum in this customer service program was truly a great learning experience." (M. Pavlin, PAD Student)



SCHOOL OF HOSPITALITY & TOURISM

21st Annual School of Hospitality & Tourism Career Expo

The School of Hospitality & Tourism (SoHT) held its first virtual Career Expo on Feb. 1 for students to hear from industry partners regarding industry trends and employment opportunities. Expecting a strong recovery post COVID-19 in the hospitality and tourism, motivational speakers from the industry extended words of encouragement, hope and opportunity ahead.



The Career Expo, was led by Heather Laver, Co-ordinator of the Hospitality Service Management program and 10 students from the Event & Media Production program along with Tim Abbott, Co-ordinator for the program. Students had the opportunity to hear from and visit with participating employers online throughout the event. An overwhelming 658 registered, and 598 student, 40 faculty and 21 local and global Industry partners attended. The Career Expo was recorded and has been made available [here](#) for all to revisit online.

SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

Business Analytics Students' Participation in the Safe Roads

This semester the students in BAN had the opportunity to participate in the Safe Roads competition with four other colleges.

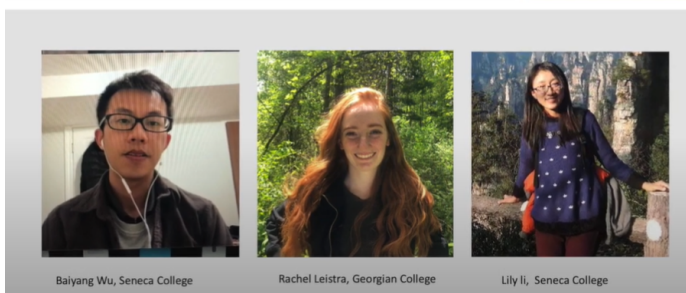
The students attended a virtual kickoff meeting for the competition on Jan. 29. The project was a partnership between SAS, Geotab and Toronto police, with presentations by SAS Geotab and Toronto police. Students were briefed about the competition, which was in its third year. The goal of the competition was to look for ways to improve the safety of Toronto roads by identifying the causes of accidents and recommend how to prevent them in the future.

The students were given a case and raw data sets from both Geotab and Toronto police while SAS provided the software and training for the students to effectively complete the task. Students were to form groups for the project and prepare a 10-minute YouTube video of their analysis and submit to SAS on March 31. Big thanks to Richard Boire and Samaneh Gholami who joined Rita Obaji to provide mentorship for our students in completing the project.

Seven groups of BAN students representing Seneca submitted their YouTube videos on March 31 to SAS. The final presentations took place on April 9, and the following two BAN students won an honourable mention for their group submission:

- **Baiyang Wu**
- **Lily Li**

Meet the Team



SCHOOL OF HUMAN RESOURCES & GLOBAL BUSINESS

Kwantlen Polytechnic University National Business Case Competition

Four students from Seneca's Honours Bachelor of Commerce – International Business Management participated in the Kwantlen Polytechnic University National Business Case Competition the week of March 4. Anastasiia Samoliuk, Armaghan Partovi, Mercedes Abreu and Stephane Anglade competed against undergraduate students from Canadian postsecondary institutions from across the country. The students saw this as an opportunity to expand their business knowledge while obtaining real-world experience, to showcase what they've learned from the dedicated facilitators at Seneca and also to test their abilities on an active case study while also being able to network with other like-minded students. Learn more about the team [here](#).



DEVELOPING NEXTGEN TALENT IN FINANCIAL SERVICES

DECEMBER 10TH
10:45AM - 11:45AM EST

WORLD FINTECH FESTIVAL CANADA 7-11 DEC

ONTARIO CANADA & TORONTO
FINANCE INTERNATIONAL
IN PARTNERSHIP WITH SFF



KARLA BADGER-BROWN
Director
ASPIRE Toronto
Finance International



SASHYA D'SOUZA
SVP of Talent Initiatives
Toronto Finance International



MICHAEL SHELSEN
Director, Global Banking and Markets Talent
Acquisition and Global Head of Campus
Recruitment and Talent Development
Scotiabank



KAVITA KARA
HR Business Partner US & Canada,
Vice President
Swiss Re



MARK HANNA
Chair, School of Accounting
& Financial Services
Seneca College

SCHOOL OF ACCOUNTING & FINANCIAL SERVICES

Mark Hanna, Chair of SAFS, Speaks on Developing NextGen Talent Panel at the Singapore FinTech Festival

Mark Hanna joined representatives from Toronto Finance International (TFI), Scotiabank, Swiss Reassurance and two students who completed the TFI Aspire Edge program to discuss the topic of developing next-generation talent for the financial services industry. The panel was a lively discussion around new trends, including those brought about by the current pandemic, as well as the importance of close connections between industry and postsecondary educational institutions. The panel, which was part of a global FinTech conference, was well received, and SAFS will continue to maintain a close relationship with TFI as they were responsible for putting together the panel and are very enthused about their relationship with Seneca as a key partner.

STUDENT & ALUMNI PROFILE

Seneca BUSINESS

STUDENT PROFILE

Crystal Kwan **School of Legal, Public & Office Administration**

I graduated from Seneca's Office Administration program in 2020. Prior to this, I completed my BAsC. in Child, Youth & Family from the University of Guelph, and I worked in the education sector. Transitioning from a social science background to a business program was a big change, but it was a great opportunity to learn new skills in Microsoft Office, business writing and document production.

After graduating, I combined my passion for education along with the technical skills I gained at Seneca. I volunteered as a computer instructor at Heritage Skills Development Centre, where I shared my knowledge of Microsoft Office with seniors and newcomers to Canada. I am also currently working as a quality assurance tester for Typist – an innovative educational software designed for postsecondary students, including Seneca's Office Administration students.

Being a student at Seneca sparked my passion for lifelong learning, and I am truly grateful for my time here. Thank you to all my professors for your incredible support, and for always encouraging me to aim high.



ALUMNI PROFILE

Anton Milinchuk **School of Accounting & Financial Services**



I've completed an Honours Bachelor of Commerce – International Accounting and Finance in August 2016 and Professional Accountancy in December 2019. I was SLAFS vice-president and volunteered at Seneca's tax clinic (where I met my fiancée, Divyagna Chintala, who was also in SLAFS). I was at one point a student ambassador, SMILE mentor, treasurer of Seneca's Stock Trading Club, IAF Student Outreach and even appeared in a 2016 graduation video. Suffice to say, I really enjoyed my time at Seneca!

I work as a financial controller at a Silicon Valley startup, FarmTogether, that is focused on creating a new type of asset – high quality agricultural farmland that is accessible to a larger audience of investors. I thrive in the absolutely neck-breaking pace of the startup community. Every day is unique and presents new challenges that need to be solved quickly, remotely and during a pandemic. It's extremely stressful but equally rewarding. I remember trying to manage seven classes in my first couple of semesters as well as working long hours on the weekend, it was an absolute necessity to plan out your deliverables and sticking to them. Seneca taught me the importance of critical-thinking, teamwork, time management, and most importantly, emotional intelligence.

FACULTY PROFILE

Seneca
BUSINESS



FACULTY PROFILE

Ryan Laverty, Professor
School of Accounting & Financial Services

After 15 years of experience in the financial services industry, Ryan Laverty joined Seneca in 2017 as a professor in the School of Accounting & Financial Services. During his time in industry, Ryan helped prepare financial planners for the future, Ryan also facilitated the development of the Financial Planning Body of Knowledge as Director, Content for FP Canada. This body of work was the first resource in the world to define the financial planning knowledge expectations of financial planning professionals, and is now used as the curriculum blueprint for individuals pursuing their certification as a Certified Financial Planner. Ryan continues to focus on preparing the financial planners of the future as an author of financial planning textbooks, and professor and Program Co-ordinator for Seneca's three financial planning programs, each of which are currently undergoing program refreshes to include more professional skills.

Ryan holds an honours degree in economics and finance from the University of Guelph, a post-graduate diploma in financial planning from Sheridan College, an MBA from Dalhousie University and a certificate in adult and community education from the University of Calgary. He is a Certified Financial Planner, Personal Financial Planner, Chartered Investment Manager, Certified International Wealth Manager and holds the distinction of being a Fellow of CSI.

Outside of work, Ryan loves to travel and spend time with his family, which includes his wife, Sarah, son, Ethan, and daughter-on-the-way, Noodle (a nickname courtesy of Ethan).



FACULTY PROFILE

Hannah Sweet, Chair
School of Legal, Public & Office Administration

At the end of the Fall semester, the School of Legal, Public & Office Administration welcomed their new Chair, Hannah Sweet. Hannah has held a variety of roles at the college over the past 16 years. Hannah started as a professor in her current school in January of 2005, and has held the position of program co-ordinator for the Office Administration programs, associate chair in the School of Business Management & Human Resources, team lead on the i3 project, and most recently as a faculty member in the Teaching & Learning Centre.

Hannah has a Bachelor of Science (Computer Science) from Trent University, a Masters of Management Science from the University of Waterloo, and micro-credentials for Teaching Hybrid & Online and Universal Design for Learning.

Hannah has a passion for academic excellence and student success with a focus on teaching and learning research and educational technology. She's always up for a tech challenge!

NEW FACULTY PROFILE

Panagiotis "Panos" Panagiotakopoulos, Professor School of Human Resources & Global Business

Panagiotis "Panos" Panagiotakopoulos has been teaching at Seneca since 2018 and has been an integral part of the Sustainable Business Management program, particularly with his combined role of Professor and Program Coordinator, as well as being a member of the Sustainable Seneca Committee. Panos has most recently taught as a sessional instructor and guest lecturer at the University of Toronto, OCAD University, McMaster University, Ryerson University and York University. Internationally, he has delivered sustainability-related workshops, webinars and presentations in India, Malaysia, Lebanon, Cyprus and Greece. He has peer-reviewed various journal articles, conference notes and contributed to a book entitled ***A Complexity Approach to Sustainability- Theory and Application***. Panos is a LEED (Leadership in Energy and Environmental Design) Green associate, a professional designation in the field.



Panos has a PhD in Organizational Sustainability and Social Responsibility from Heriot-Watt University, School of Built Environment, Edinburgh, Scotland. He has a M.Eng. in Environmental Engineering, Democritus University of Thrace, Komotini, Greece. He also completed the Postgraduate Teaching Skills course at Heriot-Watt University.

In the past several years, Panos has been actively delivering sustainability consulting and training services in areas such as sustainability strategy and reporting, carbon footprint, life-cycle assessment and sustainable business modelling. In 2019, he was the lead consultant in a project designing a sustainable business model and organizational structure for an agro-bio cluster, working with farmers, retailers and academia. In his latest paper, which analyzed this project's novel approach, he won the Best Paper Award Canada at the 2019 International Sustainable Entrepreneurship Conference. This past year, BMO hired him to design and deliver a sustainability innovation workshop for their clients.

LEADERSHIP EXCELLENCE AWARD RECIPIENT

Angela Zigras, Chair School of Hospitality & Tourism

Congratulations to Angela Zigras as the recipient of the Seneca Business Leadership Excellence Award. This award recognizes an individual who brings strong leadership and a high level of excellence involving people, events, programs, projects and/or teams. Angela has been the Chair of the School of Hospitality & Tourism for 15 years and with Seneca Business since 2000. Under her leadership, the school and its programs have grown exponentially. She is responsible for the vision and implementation of the Flight Experiential Hub (making Seneca the first postsecondary institution in Canada to have a B737 fuselage, an A320

door trainer/mock cabin and an emergency evacuation slide on campus) and a fully equipped Hospitality Lab, which allow students to be immersed in experiential learning opportunities to prepare them for careers in the tourism, travel and hospitality industries. Under her leadership, the school has expanded their annual Career Expo to include participation from employers representing local and global business, created a pinning ceremony for Flight graduates, introduced the Global Hospitality Gold Recognition Awards Ceremony and developed a suite of programs that have expanded to include the breadth and depth of business in the programs offered by the School of Hospitality & Tourism.



SUSTAINABILITY

Seneca BUSINESS

SDG Training & Case Competition Inspires Students

Over 250 students, faculty and staff across Seneca College huddled virtually over a weekend in February to learn about the work of UN Global Compact and how the seventeen Sustainable Development Goals (SDGs) are framing global efforts to achieve a sustainable future.

Seneca Business Dean Mary Vaughan moderated a lively and highly engaging discussion between students and two panelists, Charles A. Hopkins, UNESCO Chair in Reorienting Education towards Sustainability and Jon Beale, Manager of the Sustainable Development Student Network (SDSN) of Canada.



A new component for this year's event is the Case Competition. Working in groups and supported by faculty mentors, students were given 24 hours to develop three-minute videos proposing action plans around the role Seneca can play in advancing the SDGs. Thirty seven videos were submitted and five were chosen as winning videos.

Among the winners is Team 2, mentored by Seneca Business Professor Stephen Phoon. The group comprised Twinkle Dadrawalla (BHR), Kevin Sun (ACC), Jasleen Kaur (PME) and Tee Dang (GRA) and their winning video is about introducing SDGs at scale through mandatory electives and student orientation programs. Watch their video [here](#), and other winning videos [here](#).

"Judging by the interest and creativity of our students to develop practicable solutions for our college, this event has been a big success in inspiring and catalysing students' enthusiasm for the SDGs," Stephen concluded.

In addition to the \$1,000 travel voucher for each winning student team member, winning teams will be invited to present and discuss their ideas with the Sustainable Seneca Committee.

The SDG Training & Case Competition is an annual event organised by Seneca's International Mobility office, in partnership with the Foundation for Environmental Stewardship (FES).

SENECA BUSINESS TRANSFORMATION

Seneca BUSINESS

Learn more about how Seneca Business creates business leaders who drive innovation and do good in the world.

Being among the signatories to the United Nations' Principles for Responsible Management Education (PRME), a platform to raise the profile of sustainability within business schools around the world. Students become members of PRME Student Engagement Platform that provides experiential learning opportunities with companies in the UN Global Compact. Seneca is one of only two colleges in Ontario, and three in Canada, who have committed to uphold PRME.

PRME

*an initiative of the
United Nations Global Compact*

Access to a **global community of academic and industry leaders** within our faculty and our business networks who will deliver guest lectures and participate in speaker series, inspiring new ways of thinking about sustainability and the action required to achieve it.

Impact hubs. physical and virtual – that connect students with colleagues at other institutions, providing opportunities to incubate business concepts, offers access to industry-tested technology and replicates 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.

The new Centre for Financial Innovation, that will provide students of accounting and financial services a home base to develop their skills, while reimagining the role of this sector in building a sustainable economy.



Learn more at the [Seneca Business website](#)

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 June 2021 Newsletter is May 14.**

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 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 access.

Take a look at the new and improved [Seneca Business](#) website where we can showcase and highlight many of our great initiatives.

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 and we'll post them on our [Twitter](#), [Facebook](#) and [Instagram](#).

DID YOU KNOW?

Since 2016 Seneca Business' Campaign for Students Online Auction has raised over \$67,500.



POP QUIZ!

How many Alumni does Seneca College have?

A big Congratulations to our first 5 correct answers from last semester: Laurel Schollen, Sachi Kara, Hersh Forman, Jeff Shnier, Lawrence Chi,

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 Micro-credentials.

What is a micro-credential?

A **micro-credential** is a recognition of learning awarded for the achievement of a small set of specific competencies. Micro-credentials are issued by academic institutions, corporations, and other training organizations in the form of digital badges.

A **digital badge** is a visual emblem that accompanies a micro-credential. Metadata embedded within the badge identifies the issuing institution and details the competencies and evidence required to earn the badge. Earners display their badges in digital backpacks or on professional social media sites, e-portfolios and CVs.

Why earn a micro-credential?

As part of the Digital Learning Strategy, Seneca's micro-credentials for faculty support professional development accomplishments and create pathways for ongoing learning. Our digital badges are evidence-based and encourage faculty to create relevant teaching artefacts and master applicable teaching skills. Badges can form an important part of the Faculty Portfolio and help foster Standards of Practice for faculty. Micro-credentials are a great way to showcase your expertise to colleagues across the college and beyond.

How do I earn a micro-credential?

Professional development micro-credentials are offered through Teaching and Learning and linked to our online modules, workshops and hybrid or classroom courses. After completing the learning activity, you will be able to apply for a badge by submitting specific assignments as "evidence." Once all the requirements are met, you will be sent an email with instructions on how to claim your badge.

In many cases, several badges can be combined together into a **milestone** achievement representing a complete learning stream.

What can I do with my badges?

You have a choice of downloading your digital badges to your computer or uploading to eCampusOntario Open Badge Passport, a free digital backpack service. From the Passport, you'll be able to share your badges or post to your LinkedIn account and other social media.

You can also display your badge on your Faculty Portfolio.

Click [here](#) to learn more and earn your first badge!