

Business & Tourism Newsletter

Vol. 28 Fall 2022



Chair's Welcome

Dr. Peter Mombourquette

The Department of Business Administration and Tourism and Hospitality Management welcomes all new and returning students to the Mount for the fall semester. I am confident our students will have a rewarding term.

As most know, the Department of Business and Tourism has been offering our degrees, certificates, and diplomas on campus and online for well over 20 years. We have invested in creating an excellent learning environment for our students.

Over the summer, we have been preparing a fall semester filled with many valuable opportunities for you. We are hosting several events, including the Fireside Chat series, Sustainable Business Tour, Local Entrepreneur & Cultural Tourism Tour, Career Week and the 48th annual Learners and Leaders student led conference. These events encompass the Department's desire to provide you with an array of exceptional opportunities to enhance your learning experiences. Through the Learning Passport Program, you can gain bonus points in many of your business and tourism classes while growing your skill set, expanding your network, and meeting potential employers in your field.

With the start of this academic year, I encourage students to continue pursuing your interests, work hard to achieve your goals, and get involved.

I wish you all the best this fall semester!



Inside this Issue

Chair's Welcome	1
Business and Tourism Society	2
Learning Passport Program	3
Halifax Chamber of Commerce	3
Fall 2022 Career Week	4
Business & Tourism Resources and Events	5
Introducing New Faculty: Normand Gendron	6
Introducing New Faculty: Nicholous (Nick) Deal	7
Introducing New Faculty: Dora (Yun) Wang	8
Career Services and Tips	8
Co-operative Education	9
Co-operative Education Statistics	9

Business and Tourism Society

The Business and Tourism Society (BTS) would like to send a big welcome to students as they return to campus or study within the online platform. We are excited to get back to in-person classes this upcoming academic year, which will be filled with opportunities and events you will not want to miss. We look forward to seeing you at one of our weekly meetings or events!

Meet our Executive Team:

President – Peter Hradisky

VP Marketing & Communications – Hannah Salomon

VP Administration – Emily Sutherland

VP Internal & External Events – Winny Liang

Faculty Advisors – Rhonda Burse & Maria Matthews

Apply for a BTS Executive position for the 2022/2023 academic year!

How to Apply:

Submit a 500-700 word essay to rhonda.burse@msvu.ca and include the following:

- A notice of which position you are applying for.
- Why you would be a good fit for the position, including relevant past experience.
- A list of activities and ideas you intend to pursue that will benefit the society.
- Written confirmation that you will be enrolled as a full-time student (no study abroad, no mid-year graduation).
- Written confirmation that you plan to attend at least 85% of the meetings.

Why join the BTS?:

Your work on the BTS can help to:

- Build your Co-Curricular Record. Volunteering looks fantastic on a resume.
- Provide you with opportunities to network with local business leaders.
- Introduce you to a diverse group of business & tourism students, who want to make a difference.
- Get you started with giving back to your campus and community by helping with events and fundraising efforts.



Upcoming Event:



In Vinnies Pub from 4:30 to 6pm.

Come on out to meet your executive team, classmates and instructors!

Tickets will be on sale for the Local Entrepreneur and Cultural Tourism Tour, the Sustainable Business Tour and the Learners and Leaders Conference.

All tickets are \$25 each. Ticket sales are CASH ONLY. Seating is limited, don't miss out!

Follow us on our social media:

- Instagram: @msvubtsociety
- Twitter: @msvubtsociety
- Facebook: @msvubtsociety
- Email Address: btsociety@msvu.ca

Learning Passport Program

What is the Learning Passport?

The LP program is a **free** program available to all Business and Tourism students with the goal of providing an opportunity to extend learning beyond the classroom through a variety of exciting virtual and in-person events and activities.

Why should you participate?

- Gain educational experiences relevant to your program of study
- Earn points toward your final grade in eligible Business and Tourism courses
- Network and make connections at events

When does it start?

The Learning Passport program commences **Thursday, September 15, 2022** and concludes at **4:30 PM on Thursday, November 24, 2022.**

How do you participate?

- Complete and submit the Photo/Video Release and LP Sign-Up forms via the LP Moodle site
- Sign into the LP Moodle site and plan your activities
- Complete the corresponding survey 48 hours after each activity you attend

Students are advised to check with their professors to confirm the course is a LP eligible course. There may be additional criteria in order to be awarded LP bonus points for a course.



"I have gained different perspectives through career panels and from talking with industry professionals."
Arielle, Student Participant in LP Program

For more information about the LP Program please email learning.passport@msvu.ca

Halifax Chamber of Commerce

What is the Halifax Chamber of Commerce?

The Halifax Chamber of Commerce provides events for members to make connections in the business community and gain new business knowledge. There are over 100 events each year.

This year, the Halifax Chamber of Commerce is providing a variety of free webinars. For more information on how to participate, please visit our website: [Chamber of Commerce \(msvu.ca\)](http://Chamber of Commerce (msvu.ca))

"Being part of the event was a proud and at the same time, a humbling experience for me to be surrounded with women from different backgrounds coming together to share their perspectives about ongoing issues that women still face today". Jida, Student Participant, Wonder Woman Conference, May 2022

Students registered in the Business or Tourism programs at the Mount are members of the Halifax Chamber of Commerce.

What can you do with your membership?

As a member of the Halifax Chamber of Commerce, you receive benefits such as:

- Connections in the business community and access to the Member Directory
- Discounts from Benefit Providers
- M2M Marketplace discounts

Note: Chamber events are *Learning Passport Eligible*



Business & Tourism – Fall 2022 Career Week

The Department of Business and Tourism is excited to host the annual fall Career Week in-person and online **October 31st to November 3rd, 2022**. During Career Week, industry professionals will speak and provide professional advice to students during the virtual and in-person panels.

Students will learn about potential careers in the areas of Business Administration and Tourism and Hospitality Management.



Community Leadership Panel, Seton 553

Monday, October 31st
12:00 p.m. - 1:15 p.m.

Entrepreneur Panel, Seton 407

Tuesday, November 1st
12:00 p.m. - 1:15 p.m.

Accounting / Finance Panel, Seton 407

Wednesday, November 2nd
10:30 a.m. - 11:45 a.m.

Marketing Panel, Seton 407

Wednesday, November 2nd
12:00 p.m. - 1:15 p.m.

Management / Strategic Human Resource Management Panel, AUD A & D

Thursday, November 3rd
10:30 a.m. - 11:45 a.m.

Tourism and Hospitality Management Panel, AUD A & D

Thursday, November 3rd
12:00 p.m. - 1:15 p.m.

Please Note: Students may attend a *maximum* of two Business & Tourism Career Week Learning Passport activities for bonus points.

It is highly advised to attend as many career week panel sessions as you can.

The sessions will be on campus and live streamed.



Image description: Career Week Panelists talking to students, Career Week 2022

Career Week

Business & Tourism Resources and Events

Registration Tools

The [Registration Tools](#) webpage equips you with the essential planning sheets for your program as a business or tourism student. You should talk to the department faculty and get advice to plan your program accordingly.

Learning Events

MSVU allows you to accelerate your learning with the events hosted throughout the academic year. Learn more on how to [Accelerate Your Learning](#) through the webpage.

Scholarships and Awards

The scholarships provided at the Mount recognize outstanding academic performance and alleviates the cost of going to university. There are numerous scholarships available for [Business](#) and [Tourism](#) students.

In the News

Keep in the loop in the world of Business and Tourism by checking out our Media coverage and [In the News](#) webpage. The webpage displays new business and tourism courses available at MSVU, as well as previous and current Newsletter updates.

Vincent's Restaurant

Vincent's is a teaching kitchen located on campus that supports education for students enrolled in Tourism and Hospitality Management courses. The students have the opportunity to learn how to work in an operating and commercial business, while catering events.



Follow us on Social Media



@MSVUBusiTour

加拿大圣文森山大学

Introducing New Faculty

The Mount's Business & Tourism department would like to welcome our new faculty to the team! Here are a few features about the faculty members in our department. They are always here to help, and for more information please visit our Business & Tourism webpage.

Professor Normand Gendron



Normand is a Mount alumni. He graduated with a BBA in 2011 (Governor General's Medal) and he has been teaching for the Business and Tourism Department since earning his MBA and CMA (now CPA) in 2014. Currently, he is writing his thesis for a MA-Ed in Lifelong Learning at the Mount and afterwards, he will pursue his PhD at the Mount.

He began his studies at the Mount in 2005, when he was 39, with two children, and while working full-time as a Director of Finance for several non-profit organizations. He had never been successful in university studies. He had tried, but failed. However, he needed a CPA to keep working as a Finance Director. With a lot of support from his instructors and classmates, he developed study skills and confidence in his abilities. He is mostly an introvert, so he found groupwork and class presentations quite uncomfortable, but overcoming the anxiety helped him grow as a professional. A few years later, he found himself presenting to the executives of Nova Scotia Power and the provincial government. He became quite capable of managing their expectations and delivering a message.

He has thirty-five years of industry experience. His most meaningful roles were those he earned after graduating with his BBA at the Mount. These included executive roles in municipal government and local non-profit organizations, eventually leading to his new role as an Assistant Professor at the Mount.

Contact Information:

Office: McCain Centre, Room 405Q

Phone: 902 457 6224

Email: Normand.Gendron@msvu.ca

Office Hours: 12:00 to 2:00pm Mondays and Wednesdays or by appointment (in-person or online via Collaborate)

48th Annual MSVU Business and Tourism Learners and Leaders Conference

Learners & Leaders
Igniting Success
Mount Saint Vincent University's Annual Business and Tourism Conference

October 13th– A conference to connect students with industry professionals, draw inspiration from entrepreneurs and learn from exceptional keynote speakers

Dr. Nicholous (Nick) Deal



Nick is a native of Halifax, Nova Scotia, with extensive professional ties throughout the Atlantic Canadian region. Nick returned to the Mount as a tenure-track faculty in the Department of Business and Tourism this summer, fulfilling a dream of his to be a professor when he was an undergraduate student in the BBA program (Class of 2015). He recently graduated with his PhD and received the Chartered Professional in Human Resources designation from CPHR Nova Scotia. His main teaching areas are in management, non-profit leadership, and strategic human resource management, but he also lectures in communication studies. Nick has a wealth of experience teaching undergraduate and graduate courses across five Canadian universities and has been recognized by his students as “Full-Time Professor of the Year” twice. He serves as the Social Media Editor for the Journal of Management History (@Journal_MgtHist), Associate Editor of Qualitative Research in Organizations and Management: An International Journal, and is the elected Graduate Student/Junior Faculty Representative-at-Large for the Management History Division of the Academy of Management – the preeminent professional association for management and organization scholars.

Nick credits several of his professors, including Mount faculty, for his success, including Dr. Jean Helms Mills, Dr. Albert J. Mills, Dr. Scott MacMillan, Dr. Gabrielle Durepos, and Dr. Amy Thurlow. Over the last six years of teaching, he has had the privilege of working with students to help oversee the revival of an Enactus chapter at the Mount; coach and advise students for case competitions, academic advising, and career coaching; serve on various Department, faculty, and union committees, and; sit on non-profit boards throughout Halifax.

This fall, Nick and his wife, Laurie, will welcome a second child. Her big brother, Luke, is anxiously waiting her arrival in October.

Contact Information:

Office: McCain Centre, Room 405M

Phone: 902 457 6242

Email: Nicholous.Deal@msvu.ca

Office hours: Tuesday and Thursday
9:00-10:00am / 12:00-1:00pm or by
appointment

**Local Entrepreneur
and Cultural Tourism
Tour**

October 14th
Enjoy a visit to the Discovery
Centre and HaliMac Axe Throwing,
followed by lunch at Ela's!

**Sustainable
Business Tour**

October 21st
Visit the Annapolis Valley
area of Nova Scotia and
enjoy visiting a winery,
brewery and more local
establishments.

PLEASE NOTE: Seating is limited for the tours, so we will be doing a lottery style draw for the tour tickets. All tickets are \$25 each. Ticket sales are CASH ONLY. Seating is limited, don't miss out!

Dr. Dora (Yun) Wang



Contact Information:

Office: McCain Centre 306E

Phone: 902 457 6225

Email: yun.wang41@msvu.ca

Office hours: By appointment

Dora received her Ph.D. in Management (Marketing) at the Sprott School of Business at Carleton University in 2021 and completed her postdoctoral fellowship at the Rowe School of Business, Dalhousie University. Before pursuing her Ph.D., she worked in the marketing department in Nestle (China). She is excited to be teaching Principles of Marketing, Applied Marketing, and Marketing Research in the upcoming year. She looks forward to collaborating with students on observing the business practices and helping students develop marketing knowledge and skills, while still having fun. Her research interests focus on digital marketing, marketing analytics, business-to-business marketing, and consumer health behavior. Her research has been published in peer-reviewed journals, such as the Industrial Marketing Management, Journal of Business and Industrial Marketing, and Journal of Strategic Marketing. She believes her research informs her teaching as she keeps herself aware of the up-to-date industry practice and she is always able to share the interesting marketing stories with her students.

After living in Ottawa for six years, Dora moved to Halifax in 2019. Halifax is her dream place to live as she can find everything she loves here – ocean, seafood, wine, and kind people. In last winter, Dora and her husband welcomed their first child, Alice. Alice visited Peggy’s Cove in this summer and she became very excited and extremely happy when she saw the Atlantic Ocean and felt the sea breeze.

Career Services and Tips

Finding a job while you are studying, or after you graduate can be take tome and commitment. The Mount provides career services to support students in finding employment, even post-graduation. Whether you are looking for an on-campus or off-campus job, postings are available for all types of employment.

Looking to brush up on your cover letter, resume, or online profile? How about that job search during uncertain times? Applying to graduate school? They can help you find your way.

Appointments: Log into Career Connects at careerconnects.msvu.ca, or call 902-457-6139

Email: counselling@msvu.ca

Career Connects

Log into Career Connects at careerconnects.msvu.ca with your MyMount username and password to get access to MSVU’s main job posting site. On-campus jobs for the fall/winter term will be posted by the second week of September and off-campus jobs are posted regularly, year-round. Check Career Services’ Facebook [@msvucareerservices](https://www.facebook.com/msvucareerservices) or Instagram [@msvucareers](https://www.instagram.com/msvucareers) in September for more information.

Co-operative Education at the Mount

Welcome to the Co-op Program!

MSVU offers a required co-operative program for tourism and hospitality management students and an optional co-operative education program for Bachelor of Business Administration (BBA) students. As a co-op student, you will work with industry professionals and obtain work experience of up to one full year.



Co-operative education is an investment in your future. Through participation in the co-op program, students acquire...

- Excellent job-search, resume and interviewing skills
- Industry contacts with potential employers
- Personal and professional confidence
- Career options
- Competitive edge when searching for a job
- One year of relevant work experience
- The opportunity to travel to other provinces
- Experience with different industry sectors across Canada

MSVU Alumni – Adam Bower

Adam Bower, MSVU Alumni in the Tourism department, discussed how the co-op education program helped him gain “actual job experience that opened doors for [him] right after graduation”. His co-op advisor, Mausi Reinbold, was extremely helpful with his work terms and stayed in touch with him after university. She helped him follow his career once he graduated, and his connections from MSVU opened up a door for him to work at the Delta Barrington and Delta Halifax.



Co-op Office
McCain Centre room 312
coop@msvu.ca | 902-457-6139

Co-op extends learning outside the classroom, helps students develop professional skills, and provides resume and interview experience.

Co-operative Education Statistics

Since 2010, the Co-op office has conducted a survey to learn about how co-op has contributed to graduates and their levels of success.

100% of recent co-op grads who secured employment in their field of study did so within one year of graduating.

100% of co-op grads felt prepared for the workforce after completing the co-op program

97% of co-op grads said they were satisfied with the Mount’s co-op program

93% of recent co-op grads secured employment in their field of study within six months of graduation

100% of co-op grads said that co-op was effective in helping secure full-time employment after graduation