

BUSINESS & TOURISM DEPARTMENT

Newsletter

FALL 2025 | VOL. 31

Fall 2025 Newsletter

The Business and Tourism Department warmly welcomes all new and returning students as we begin the academic year. We wish you a rewarding and inspiring journey ahead!



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CHAIR'S WELCOME MESSAGE

As Chair of the Department of Business Administration and Tourism and Hospitality Management, I am delighted to welcome you to the start of another exciting academic year. Whether you are beginning your journey with us or returning to continue your studies, I am confident that this year will be both rewarding and memorable.

For over forty years, the Department of Business and Tourism at the Mount Saint Vincent University has offered high-quality degrees, certificates, and diplomas, both in person and virtually. Our faculty and staff are committed to creating a supportive, engaging, and excellent learning environment.

Over the summer, we have been preparing a full calendar of events for the Fall and Winter semesters that will allow you to connect with each other, faculty, alumni, and industry leaders. Highlights include the Sustainable Business Tour, the Local Entrepreneur and Cultural Tour, Fireside Chat Series, Case Competitions and Career Week specialists' panels, to name a few! In addition, you will find

opportunities to participate in case competitions, attend conferences and business mixers, and other professional networking events that will sharpen your skills and expand your connections.

These events encompass our department's desire to provide you with an array of exceptional enhanced learning experiences that go beyond the academic and theoretical aspects. Through our exclusive Learning Passport Program, every time you participate in select events, you become eligible to gain bonus points in most business and tourism courses. Beyond academics, I encourage you to get involved with our Business & Tourism Society (BTS), where you can take part in student-led initiatives, leadership opportunities, and community activities.

This year, I encourage students to continue pursuing their interests, work hard to achieve their goals, and get as involved as possible within the Mount



DR. MARIA MATTHEWS
Chair, Department of
Business Administration
and Tourism and
Hospitality Management

community. Keeping focused and building distinct types of connections is a powerful key to university success!

On behalf of the Department, I wish you every success in the year ahead!

Warm Regards,

Dr. Maria Matthews
Chair, Department of Business and Tourism

THIS IS US



Top Row, Left to Right: Sheri Landry, Dr. Maria Matthews, Dr. Nicholous Deal, Normand Gendron, Dr. Peter Mombourquette, Dr. Danny Wadden, Jennifer Guy, Deanna Struthers
Middle Row, Left to Right: Dr. Sandi Findlay-Thompson, Miriam Gallant, Dr. Mohammed Siddique, Dr. Germaine Chan, Dr. Tianyuan Yu, Dr. Karen Blotnick, Dr. Elsie Henderson
Bottom Row, Left to Right: Rhonda Bursey, Dr. Shuyue Huang, Paulette Cormier-MacBurnie, Colleen Blacker
Note: Not all faculty members are pictured.

BUSINESS

Our degree in **Business Administration** is designed to give you more than a credential. With options to complete your degree online or on campus, you can tailor your learning experience to your lifestyle. From accounting and finance to marketing and human resource management, you will build the foundation to succeed in any industry, anywhere in the world.

TOURISM

As the world’s largest service industry, tourism is full of possibility. MSVU’s **Tourism and Hospitality Management** not only dives into hotel management but also experiences with customer engagement, destination marketing, and event planning. Whether you picture yourself managing luxury resorts, planning events, or working in sustainable tourism, you will get there with MSVU.

MEET

Dr. Maria Matthews &
Dr. Mohammed Siddiquee

MEET

Normand Gendron &
Paulette Cormier-MacBurnie

MEET

Paulette Cormier-MacBurnie,
Jennifer Guy &
Deanna Struthers

It Starts with Hello: The Power of Faculty Relationships

One of MSVU’s greatest strengths is small class sizes and supportive faculty. Here, your professors know your name, not just your student ID number. That connection makes it easier to ask questions, get guidance, and even explore valuable opportunities like research assistantships, professional networking, or co-op placements. Building strong relationships with your professors can open doors, from career advice and job referrals to personalized recommendation letters for scholarships.

So say hello, ask a question, or drop by office hours. You might be surprised where it leads.

MSVU
BUSINESS
& TOURISM

 [Click here to meet our Business & Tourism faculty and staff.](#)

SHOW UP, STAND OUT, AND STAY INSPIRED.

UPCOMING EVENTS IN BUSINESS & TOURISM

02

OCTOBER

11:00am-1:00pm

Business and Tourism Society

PIZZA SOCIAL

Meet faculty and classmates
and eat Pizza!

October 2nd - 11am to 1pm



BUSINESS & TOURISM SOCIETY

Pizza Social

Who doesn't love free pizza and good company?

Join the **Business and Tourism Society (BTS)** for their annual social - a relaxed and fun way to meet classmates, connect with the BTS team, and network with faculty.

So come for the pizza, stay for the opportunities!



06-09

OCTOBER

09-11

FEBRUARY



CAREER WEEK

Specialists' Panels

Ready to launch your career? Career Week features dynamic sessions with business and tourism professionals sharing insights, tips, and real-world advice.

Whether you're just starting out or preparing to cross the stage, this is your chance to prepare and connect. Don't miss out!



24

OCTOBER

8:30am-4:00pm



SUSTAINABLE BUSINESS

Tour

The Sustainable Business Tour takes you on a journey through rural communities to learn about small businesses, meet inspiring local owners, explore how they are making an impact and gain insight into how business can drive positive change.

Hop on the bus and discover how small businesses are making big change!



WE WILL
BE BACK
IN 2026



LEARNERS AND LEADERS

Conference

This exciting event brings together students from MSVU and NSCC to learn from successful local CEOs, business owners, and graduates who once understood where you are now. While we're unable to host it this year, we're already planning for an even better experience in 2026.

Stay tuned for more details!



SHOW UP, STAND OUT, AND STAY INSPIRED.

UPCOMING EVENTS IN BUSINESS & TOURISM

23

JANUARY

9:00am-4:00pm



LOCAL ENTREPRENEUR AND CULTURAL TOURISM Tour

Join us on this interactive tour of the Halifax region, where you'll meet passionate local entrepreneurs making waves in the tourism industry. Hear real stories, see firsthand the impact these businesses have on our community, and gain valuable insights.

Step aboard and discover the heart of Halifax's tourism scene!



28

JANUARY

8:30am-1:00pm



CARITAS DAY Volunteer Day

Caritas Day is all about giving back and feeling good while doing it. Students, faculty, and the Sisters of Charity come together for a campus-wide day of community service. The event connects students and faculty, strengthen campus-community relationships, and reminds people why small acts of kindness matter.

Volunteer with us on Caristas Day!



18

MARCH

1:30pm-2:45pm



ACCREDITATION IN BUSINESS PANEL Professional Designation

Accounting, Management, or Strategic Human Resource Management - whatever your major, your designation journey starts at the **Accreditation in Business Panel**.

Launch your career with purpose!



TBA
MARCH



SOCIAL ENTERPRISE FOR A DAY S4ED

Hosted by BUSI 2231 students, **S4ED** is a hands-on event to explore and raise awareness about social enterprise. Participants create products or services they "take to the streets" to engage the public - all while raising funds for a local charity.

Come out and support your fellow students by purchasing their products and contributing to a great cause!





Get Involved!

Attend, engage, and grow with these Learning Passport (LP) program activities.

Fall 2025

06 Accounting Panel
Oct (Career Week)

12:00PM - 1:15PM

07 Marketing Panel
Oct (Career Week)

12:00PM - 1:15PM

09 Entrepreneur Panel
Oct (Career Week)

12:00PM - 1:15PM

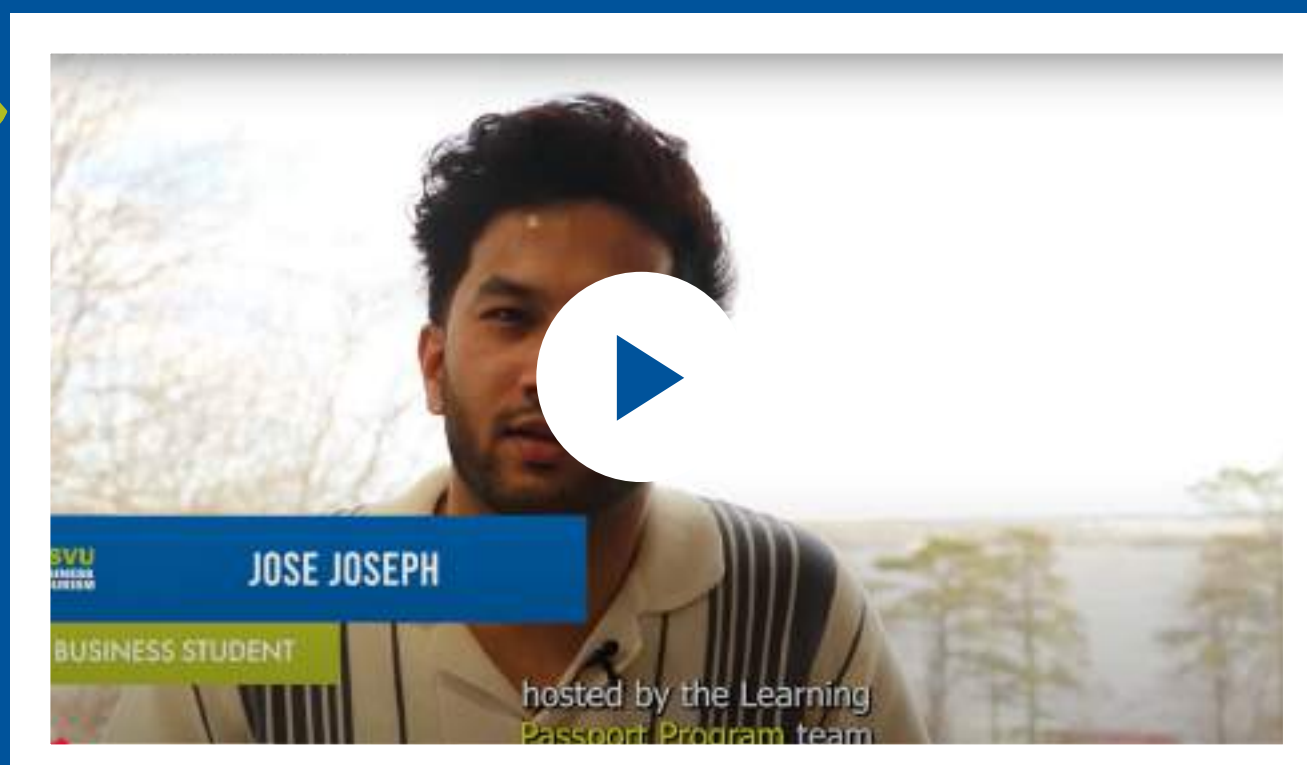
24 Sustainable
Oct Business Tour

8:30AM - 4:00PM

Curious about the
Learning Passport Program.
This QR code holds the key.



Hear what students are saying about their LP
Program experience.



Winter 2026

23 Local Entrepreneur
Jan Cultural Tourism Tour

9:00AM - 4:00PM

28 Caritas Day
Jan (Volunteer Day)

8:30AM - 1:00PM

09 HR / Management Panel
Feb (Career Week)

3:00PM - 4:15PM

10 Tourism Panel
Feb (Career Week)

12:00PM - 1:15PM

11 Non Profit Leadership
Feb Panel (Career Week)

10:30AM - 11:45AM

18 Accreditation in Business
Mar Panel

1:30PM - 2:45PM

BUSINESS & TOURISM SOCIETY



About the Society

The Business and Tourism Society (BTS) is a student-led organization dedicated to fostering professional development along with social and networking opportunities for all students enrolled in the business and tourism programs at the Mount.

Don't Miss Out!

Follow BTS on social media to stay in the loop on upcoming activities and campus buzz!



Image: The BTS Pizza Social in September 2024

Volunteering, Networking, and Socializing

The BTS is committed to giving back to the community through fundraising activities and participation in numerous events such as Pizza Social, Caritas Day, and TEAM fundraiser. The society organizes various activities throughout the Fall and Winter semesters for students, creating opportunities for professional development, networking and socializing.

Interested in BTS? Contact them directly at btsociety@msvu.ca.

Meet 2025 - 2026 Team



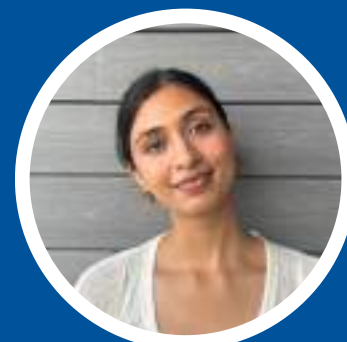
Karla Nasralla
President



Keith Gallie
Vice President



Xue (Sherry) Qi
VP Administration



Aakriti Lamichhane
VP Finance



Kya Blanch
Co VP Marketing



Nathalie Alders
Co VP Marketing



Emina Becirevic
Co VP Events



Simranjeet Kaur
Co VP Events

Click on the video to hear BTS's 2025-26 President, Karla Nasralla talk about BTS



We're here to SUPPORT AND EMPOWER

Scan QR code or click on titles to visit the websites!

ACADEMIC ADVISING



Feeling overwhelmed and lost by course choices

The Center for Academic Advising and Student Success is here to help you navigate your degree requirements, map out your academic path, and approach your classes with confidence. Let them be your compass toward your academic success.



CO-OP & INTERNSHIPS



Explore opportunities to get more than just work experience!

Whether required or optional, the co-op program gives you a competitive edge when it aligns your work placements with your degree, build a professional network, receive mentorship, and potentially secure a job before graduation.



SCHOLARSHIPS & AWARDS BUSINESS & TOURISM



Business

Your hard work deserves recognition!

Discover the various scholarships and awards available to students meeting specific criteria.



These opportunities can ease financial stress and motivate you to stay focused and driven.

Don't miss out! Explore what's available and apply early.

Tourism



Looking for support at MSVU? We've got you covered.
[Click here or scan the QR code to get A-Z list of services.](#)



We're here to **SUPPORT AND EMPOWER**

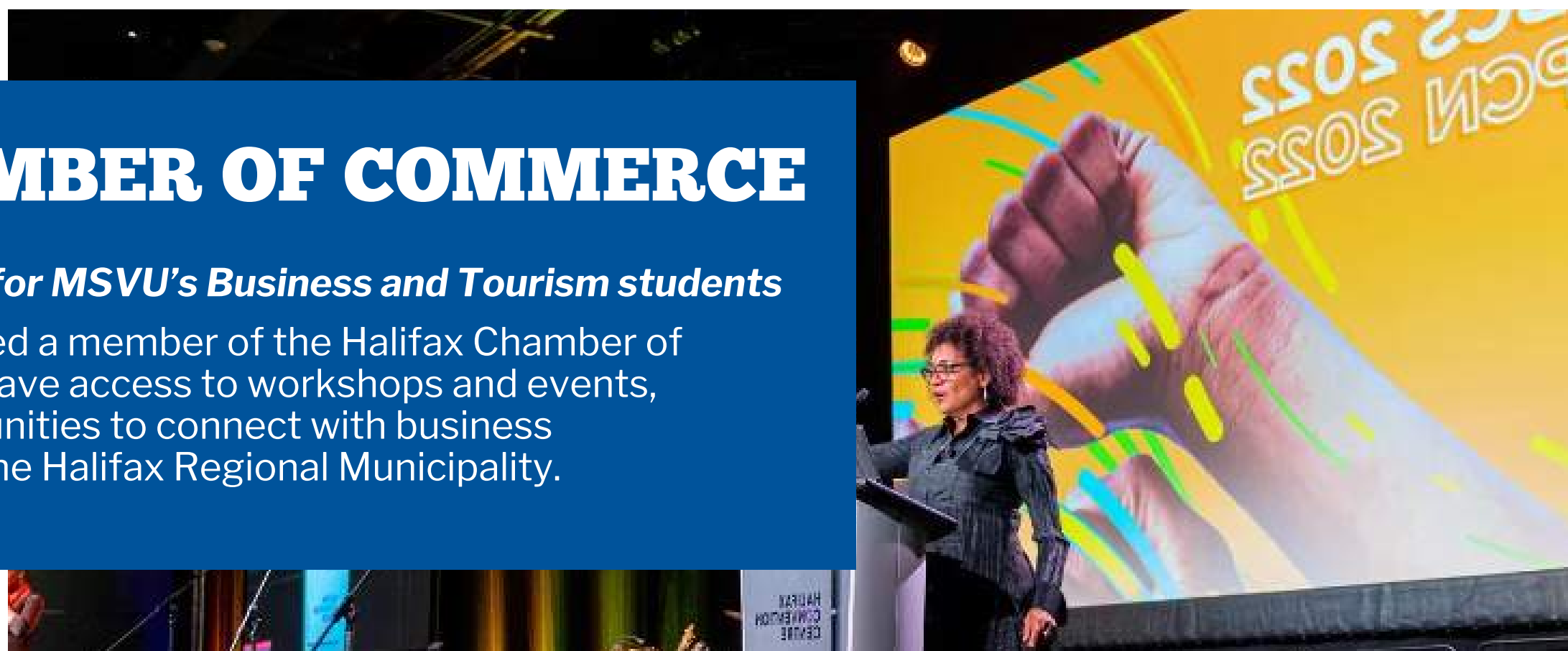
Scan QR code or click on titles to visit the websites!

HALIFAX CHAMBER OF COMMERCE



Exclusive perks for MSVU's Business and Tourism students

You are considered a member of the Halifax Chamber of Commerce, you have access to workshops and events, providing opportunities to connect with business professionals in the Halifax Regional Municipality.



WRITING CENTRE



Book appointments now to get writing support

Whether you are working on an essay, research paper, or scholarship application, the Writing Centre is here to support you. There are one-on-one sessions to help you at any stage, from drafting to editing, and they provide feedback on structure, clarity, grammar or citations in any style.



CAREER SERVICES



Plan your future with Career Services

Career Services at MSVU offers personalized support to help you explore options, build your resume, practice for interviews, and connect with job and co-op opportunities. Take advantage of their workshops, job boards, and one-on-one appointments to prepare for your career now.



Looking for support at MSVU? We've got you covered.
[Click here or scan the QR code to get A-Z list of services.](#)



PROFESSIONAL DESIGNATION

What They Mean for Your Future

Business Administration and Tourism & Hospitality Management programs are structured to prepare students for real-world success through accredited programs and pathways to professional designations.

Click on titles or icons to visit the websites!



Human Resource Management Major - CPHR Designation from CPHRNS

MSVU's HR program is accredited by CPHR Nova Scotia, allowing graduates to bypass the National Knowledge Exam (NKE) upon meeting academic requirements.



Management Major - C.I.M and C. Mgr Designations from CIM

Certificate in Management (C.I.M) and Chartered Managers (C.Mgr.) which are nationally recognized leadership credentials from CIM Chartered Managers Canada.



Accounting Major - CPA Designation

Regarded as one of the most respected and versatile credentials in the business world, the CPA opens the door to a wide range of rewarding careers, not only in accounting but across finance, management, and leadership.

For more information on professional memberships with our accredited partners, click on the links below.



Halifax Chamber of Commerce



Chartered Professionals in Human Resources - CPHR Nova Scotia



CIM Charter Managers Canada

Why should you pursue a professional designation?

- Increased Job Opportunities
- Boost Your Resume
- Build Professional Networking
- High Earning Potential
- National and Global Recognition

Watch 2025 Accreditation in Business Panel recording to learn more about our accredited partnerships!



Hear Dr. Nick Deal talk about the benefits of professional designation in the video below!



Hear Dr. Emily Ballantyne talk about the the benefits and risks of using generative AI in academics in the video below!



Dr. Emily Ballantyne

Acting Director

Teaching and Learning Centre

emily.ballantyne@msvu.ca

Dr. Emily Ballantyne from MSVU Teaching and Learning Centre outlines both the **benefits** and **risks** of using generative AI in academics.

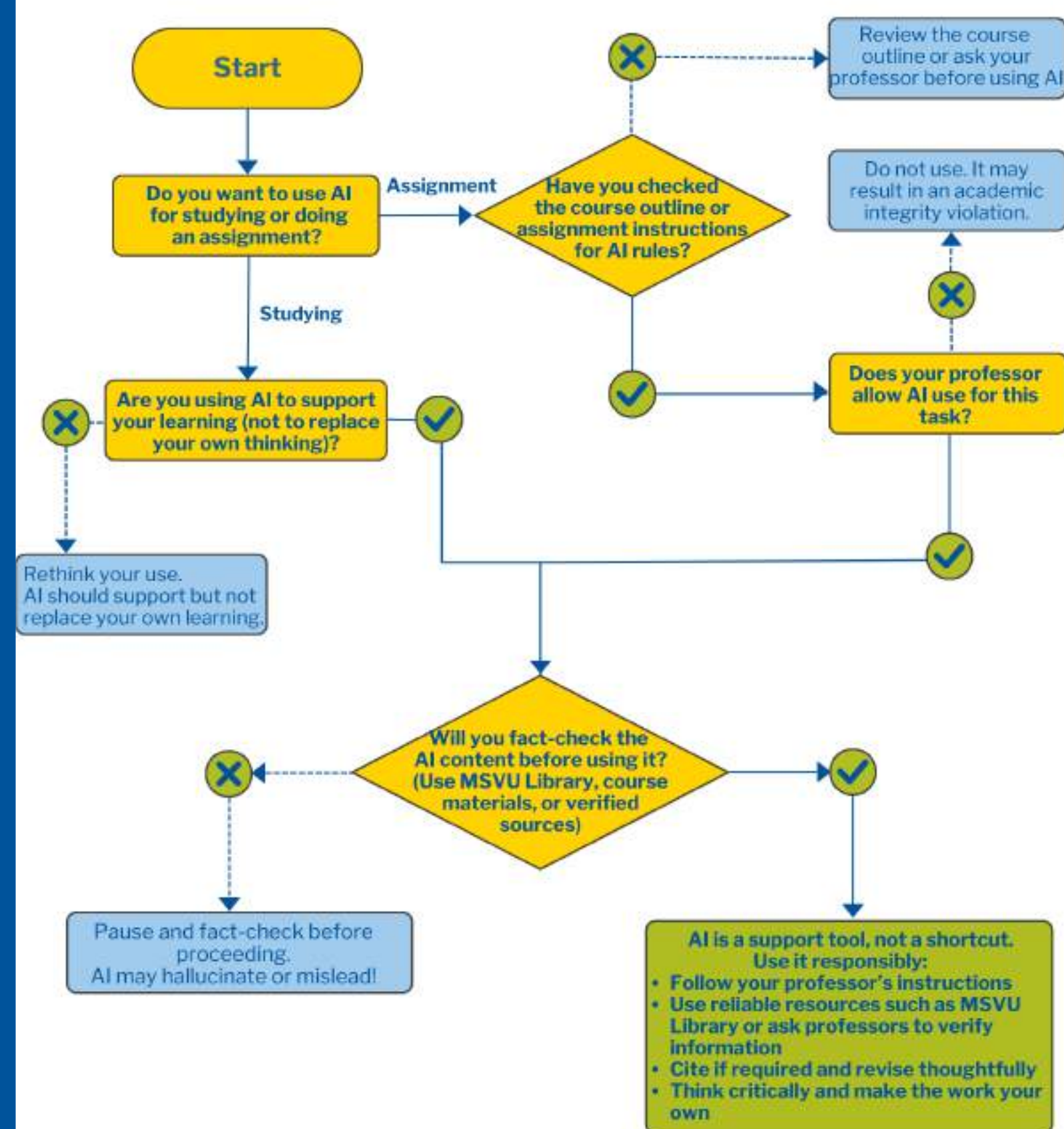
One of the key advantages she points out is AI's ability to **personalize the learning experience**. Students can utilize AI tools to interact with their study materials in various ways that suit their learning styles and request instant feedback. It can help identify learning gaps, assist with writing and revision, and support preparation for assessments, making it a useful tool when used responsibly.

However, she also warns about the disadvantages and potential risks. Overusing AI can prevent students from developing key academic skills like writing, researching, critical thinking, and information retention. Generative AI tools are also prone to errors, known as “**hallucinations**”, where the tool produces inaccurate or misleading information. She stresses that students must act as fact-checkers and always verify AI-generated information using reliable academic sources like the MSVU Library.

Most importantly, using AI without permission or outside of assignment guidelines can lead to **academic integrity violations**. Professors don't need AI detectors because they rely on their experience to recognize when something isn't right. Dr. Ballantyne emphasizes that students must follow each professor's specific guidelines, ask questions when unsure, treat AI as a learning partner, and always use it ethically to support your education, not replace your own effort.

Using AI Wisely

STUDENT GUIDE: SHOULD I USE GENERATIVE AI?



A flowchart titled "Student Guide: Should I Use Generative AI?" guides students through key questions on AI permission and responsible use.

Ethical Issues with Generative AI

Inaccuracies and Hallucinations

AI-generated content may contain inaccurate information. Accuracy of AI-generated content can vary widely, depending on the particular tool, its training data, and the prompt provided. Because AI uses probability to generate content, it can provide false information, which is called a hallucination. For example, ChatGPT has been known to create false citations that appear to be real sources, but do not actually exist.

Intellectual Property and Academic Integrity

Generative AI tools can pose risks to your intellectual property, and can infringe on the intellectual property of others. How the training data for an AI tool is gathered, whether it includes copyright-protected material, and whether proper permissions to use copyright-protected material have been acquired, are all important considerations.

[Click here or scan QR code to learn more about AI \(Generative Artificial Intelligence\).](#)



Meet our New Department Chair

DR. MARIA MATTHEWS

The Department of Business and Tourism is excited to welcome Dr. Maria Matthews as its new Chair. With a rich background that blends international academic achievement with decades of hands-on experience in the tourism and hospitality sectors, Dr. Matthews brings a global perspective and deep industry insight to her new role.



Hear Dr. Maria Matthews talk about her new role at MSVU

Originally from the UK, Dr. Maria Matthews immigrated to Canada 25 years ago and has since built an impressive career spanning over 30 years in tourism and hospitality management and education. What attracted her to MSVU was the university's mission and commitment to inclusive education. She was drawn to the principles of providing education for all and fostering community engagement.

Her academic credentials include a PhD in Tourism Management from the School of Business and Law at the University of Brighton (UK), a Master of Business Administration in Tourism and Hospitality Management from AIB (Australia), and a Bachelor of Tourism Management (Hons) from BU (UK).

When it comes to her teaching philosophy, Maria emphasizes the importance of going beyond theory. "Theoretical underpinning is very, very important, but one thing I do bring to the classroom is my industry experience. I do believe that hands-on applied learning is crucial in today's environment, especially when it comes to developing the practical work skills that employers are looking for." Additionally, she places strong value on mentorship in student development, noting how influential her own mentors were in shaping her path. She believes that professors have a responsibility to give back to students, and sees mentorship as a key way to do so, not just academically, but in offering guidance around careers and life. She actively looks for students who stand out, show curiosity, and seek meaningful interaction beyond the classroom.

As Chair, supporting the department's faculty, staff, and students is another of Dr. Matthews's goals. She plans to continue offering professional development for faculty and administration, while also expanding experiential learning opportunities for students both inside and outside the classroom.

MSVU's Business and Tourism Department already offers dynamic initiatives such as the Learning Passport (LP) program, and Social Enterprise for a Day (SE4D). Since introducing a case competition last year, Dr. Matthews is eager to expand both internal and external case competition opportunities, as well as create more avenues for conference participation, research involvement, and consulting projects to further provide experiential learning opportunities for students.

Dr. Matthews's vision is clear: to foster meaningful, experience-based learning that prepares students for success in the competitive business, tourism, and hospitality fields. We look forward to her leadership as we continue to provide an engaging, inclusive, and industry-connected educational experience for all MSVU students.

From Loneliness to Lifelong Memories

MY MSVU JOURNEY



Jessica Kapoor

Written by **Jessica Kapoor**
A Proud MSVU Graduate

When I first arrived at Mount Saint Vincent University, I remember feeling a deep sense of loneliness. It was my first day, and I was in a new country, surrounded by unfamiliar faces. But amidst all that uncertainty, I couldn't help but be amazed by the beauty of the campus — perched quietly by the sea, with the wind whispering through the trees and the water sparkling under the sunlight. I knew I was in a special place.

Those first few days were tough, but I slowly began to find my rhythm — thanks to the incredible support of the MSVU staff and faculty. Every professor, advisor, and even the cafeteria staff had a role in helping me settle in. They didn't just teach me academically — they guided me with kindness, patience, and belief in my potential. Their encouragement made me feel like I truly belonged.

One of my favorite memories is studying in the campus canteen with a coffee in hand, books spread out, and friends around me. We laughed, shared ideas, helped each other revise before exams, and sometimes just sat in silence, enjoying the calmness. And the library — oh, how many hours I spent there, finding peace between pages, and feeling inspired by the quiet determination of everyone around me.

What makes MSVU so special is its breathtaking environment. Every time I needed a break, I would simply step outside and let the ocean breeze clear my mind. The university is truly a gem, surrounded by nature's beauty — it felt like studying in the heart of a postcard.

Another thing I'll always cherish is how much I enjoyed giving presentations in class. Standing up there, nervous but excited, I began to find my voice. With each presentation, I grew more confident — and I now carry that strength with me wherever I go.

To all new students — embrace your journey. You're in for a life-changing experience, and I promise, you will grow in ways you never imagined. MSVU will not only educate you, it will shape you, support you, and stay with you forever.

With love and gratitude,

Jessica

Follow us, tag us, or drop us a message - just click the icons below!

Websites

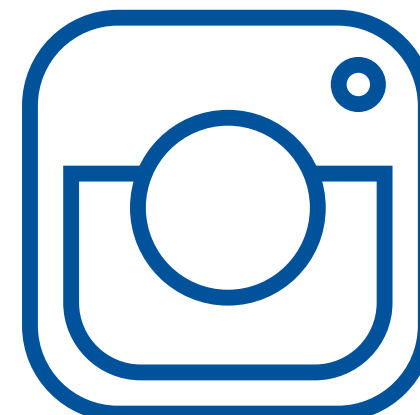


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Mount Saint Vincent University

Department of Business Administration
and Tourism and Hospitality Management
McCain Centre 405
166 Bedford Highway
Halifax, NS, B3M 2J6



Visit our online edition

Contact for Department Support

Miriam Gallant

Administrative Assistant
Office: McCain 405 G
miriam.gallant@msvu.ca

Colleen Blacker

Communications and Programs Administrative Assistant
Office: McCain 405 R
colleen.blacker@msvu.ca