

Business & Tourism Newsletter

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Size Matters! Classes *Really* are Small @ MSVU

There has been a lot of lip service paid to small class sizes and their value in delivering a high quality education. It seems that every almost every institution argues that their class sizes are small. But are they really? It appears that business/tourism students at MSVU may have the edge when it comes to small class size over the last three Fall/Winter academic terms, including this one. A recent audit of Web Advisor course capacity revealed the following:

- The largest class was BUSI 1112 (Introduction to Business Administration) with 56 students
- Class sizes ranged from 4 to 56 for business courses and from 6 to 26 for tourism courses

- The largest classes sizes were at the 1000-level with an average class of 42 for business and 26 for tourism.
- The smallest classes were at the 4000-level with an average of 15 for business and only 9 for tourism
- Average class size by area was 25 for business and 20 for tourism

In other words, MSVU business and tourism students are getting the equivalent of a private school education for the cost of public school tuition. Who said size doesn't matter?

Mount Student Wins CEED's Elevator Pitch Contest



To find out more about the Fresh Ideas conference, go to

<http://www.planetentrepreneur.com/freshideas/content.php?cid=92>

Visit Dr. Firestone's webpage and blog at

<http://www.dramatispersonae.org/>

What if you were standing alone in an elevator and suddenly you were joined by the one person in the entire world who make your dreams come true? What would you say? What would you do? Would you take a stab at getting his/her attention by telling them what it is that you need to move forward?

This unlikely scenario was the focus of a contest held in Halifax. The Fresh Ideas conference was sponsored by the Centre for Entrepreneurship Education and Development (CEED). Part of the activity at the conference included a presentation by sought-after motivational speaker and extraordinary entrepreneur, Dr. Bruce Firestone. The conference also included the Elevator Pitch Competition, an opportunity for enterprising students to present their own elevator pitches in the hopes of winning the grand prize: \$1,000 cash and a meeting with Dr. Firestone.

Four out of six finalists in the competition were from the Mount. And the Mount's Kevin Robinson won first prize. He pocketed his well earned cash and enjoyed meeting with Dr. Firestone who was on hand to deliver a presentation at the CEED conference.

Dr. Firestone resides in Ottawa, where he has become well known as a commercial real estate agent and developer. He holds a Ph.D. from the Australian National University. He founded the Ottawa Senators hockey franchise and has started many successful businesses. He is also entrepreneur-in-residence for the University of Ottawa's Tefler School of Management and is a sought-after public speaker.

We congratulate Kevin on a job well done.

To learn how to craft your own elevator pitch, go to <http://www.planetentrepreneur.com/freshideas/content.php?cid=92>

Business and Tourism Society News.....

Contributed by **Brianna MacDonald**
President, Business & Tourism Society



First and foremost, the Business and Tourism Society would like to send out a tremendous thanks to the student body for the fantastic turnout at our first event. The students who attended have proven yet again that they are interested in getting involved on campus (and that free beer attracts attention like no other!) With over 80 students being informed about the innovative goals, motives and plans of action developed by the Business and Tourism Society this year, we expect 2009/2010 to be our most successful year ever!

As you may have heard, this year our society is determined to bring together the Business and Tourism students once and for all. By combining hard work with a whole lot of socializing, the B&TS is all about offering every student the opportunity to make lifelong friendships and get the most out of their academic years. After the successful execution of our Haunted Maze social, the society members are more adamant than ever to make our next event bigger, better and involve a lot more partying. Partying you say?! Now that we have your attention...

This year in support of the Angel Tree Network, the Business and Tourism Society wants to fundraise for this fantastic local cause and unite our student body by bringing out the big guns: we are organizing a pub crawl. Keep an eye for this month for the promotional information regarding the Business and Tourism Society Pub Crawl on Saturday, December 5th! Come out for a night on the Halifax town where together we will venture from the local pubs to the hottest clubs... and maybe even crawl back to campus. With exams right around the corner, every student could use one last night out to make sure this semester goes out with a bang!

Get your name in for a student pub crawl package early (... i.e. downtown survival package) and reserve your place for this unforgettable event! See you all on December 5th. We look forward to crawling with you!



Great Opportunity for Mount Tourism Students to Travel and Learn!

Over the last year, Mount business and tourism faculty and the university's International Office have been working hard to develop exciting and enjoyable student exchange programs with a variety of international institutions. At this time, two mobility programs have been negotiated for MSVU tourism students, and additional mobility programs are currently under negotiation for business students. These programs allow language development and cultural experiential learning.

The EU Mobility Program provides opportunities for tourism students to spend a term studying at one of the following universities in Europe:

- Hyvinkaa-Riihimäki College of Adult Education, Finland
- Scottish Agricultural College, Scotland
- Universidad Católica San Antonio de Murcia, Spain

The North American Mobility Program provides opportunities for tourism students to spend a term studying at one of the following universities in the United States or Mexico:

- Utah Valley University, Utah, USA
- Kapiolani Community College, Hawaii, USA
- Universidad Autónoma de Yucatán, Mérida, Mexico
- Universidad Autónoma de Chihuahua, Chihuahua, Mexico

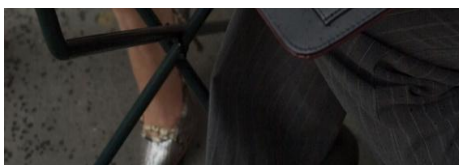
What is really unique about the mobility programs is that they are simple to arrange and affordable. Students pay their tuition to the Mount. They make their travel arrangements and to help defray their costs, students receive a stipend for travel and accommodation.

Courses taken at the partner institutions are automatically counted into the student's degree program at the Mount. Students who take part in the EU Mobility Program can receive a Certificate in International Sustainable Tourism Management.

For more information about the mobility programs, contact Paula Barry at the International Office, at (902)457-6467, or visit the website at <http://www.msvu.ca/avpinternational/indexa.asp#contact>.



Dean's Office Takes On Academic Advising for 1st and 2nd Year Business and Tourism Students



Effective this academic year the Dean's Office has taken over academic advising for 1st and 2nd year business and tourism students. In the past, Lack of faculty resources meant that some new students did not seek the information they needed to make the best course selection for their particular needs.

Despite this change, 1st and 2nd year students can still ask questions of their faculty members, or seek faculty opinions on areas of specialization. And once a student chooses an area of specialization they should go to a faculty member in that field for advising throughout the rest of his/her degree program.

Students who have entered the Mount with substantial numbers of transfer credits, or who are on a 2+2 program from a community college or another institution, will still be advised by faculty members appointed to them by the Dept. of Business and Tourism. Also, students who are on academic probation, regardless of their year of study, will still be advised by the Dean's Office.

For further information about academic advising, contact Miriam Gallant, Dept. Secretary, at (902) 457-6175, or via email at Miriam.Gallant@msvu.ca.



Focus on Faculty

DR. CANDACE BLAYNEY,
B.Sc., B.Ed., M.B.A, Ph.D.

Dr. Candace Blayney's first day at MSVU was a very memorable one. Her classes were cancelled as the world dealt with the shock and awe of the 9/11 terrorism bombings. Happily, the rest of her experience at the Mount has been more than positive.

Candace is currently a tenured Assistant Professor of Tourism and Hospitality Management in the Dept. of Business and Tourism. She teaches a variety of tourism and hospitality management courses, ranging from food service to facility management.

She has also been a very busy lady. Since her arrival at MSVU in 2001, Candace has completed two university degrees: an MBA from Athabasca University and a Ph.D. from Arizona's Northcentral University. She also holds a B.A. (Psychology) and a B.Ed. from the University of New Brunswick.

In addition to her academic degrees, Candace holds a CHA credential from the American Hotel and Lodging Educational Institute. She also belongs to provincial, national, and international associations including: Hotel Association of Nova Scotia, Hotel Association of Canada, Nova Scotia Tourism Human Resource Council, Canadian Tourism Human Resource Council, and SKAL (an international tourism organization).

Like many Mount faculty members, Dr. Blayney did not set out to have a career in academia. Candace has years of experience in the tourism industry. She worked as a resort condo manager in Penticton and one highlight of her professional career is 10 years at Holiday Inns of Canada as Regional Director of Human Resources.

Candace is an experienced educator, having taught at a number of institutions before her arrival at MSVU, including Georgian College, Southern Alberta Institute of Technology, British Columbia Technical Institute, Okanagan University College, Holland College, and Technical and Adult Further Education in Australia.

Dr. Blayney has worked tirelessly to attract tourism and hospitality students to MSVU, while also working to make their time here more productive and enjoyable. She has been the Coordinator for the tourism and hospitality management program since 2007. She has been involved in numerous visits to local high school tourism classes, and she has assisted local high school tourism teachers by providing presentations on in-service days.

She is a sought after and highly respected tourism and hospitality management professor. Many students have gained from Candace's instruction in the 11 courses that she has taught at MSVU. One of her greatest contributions has been in the Facilities Management course (THMT 3321) where her students have engaged in some fascinating hands-on projects for local hotels. Projects have tackled such challenges as energy and water conservation, implementing green teams, using LED lights, doing environmental audits, and redeveloping hotel rooms for mature travelers.

Candace continues to work to create new and exciting opportunities for students at the Mount. Her latest work involves negotiating with international partners to provide student exchanges in a variety of countries. To date, students have exchange student opportunities in Spain, Scotland, Finland, Mexico, Utah, and Hawaii.

Candace is involved in some exciting research addressing the differences between male and female managers. Her research has uncovered some interesting trends including the fact that male and female general managers typically have different career paths, and that the difference in career path can result in disparities in hotel performance. She is very interested in knowing how men and women pursue strategies in hotel management, and whether there are gender differences in strategic choices. In addition to research in managerial competencies and gender differences, Candace's research interests include sustainable tourism, best practices in accommodations management, and business strategies. Dr. Blayney can be reached at (902) 457-6724, or via email at Candace.Blayney@msvu.ca.

**Call Us
Email Us
Visit Us**

**Newsletter
Contributions
welcome!**

Do you have information you would like to see printed in our newsletter? If so, email Dr. Karen Blotnicky at Karen.Blotnicky@msvu.ca. Be sure to include the word "Newsletter" in the subject line. Submissions must be related to the Mount, to the Business or Tourism degree programs, the Business and Tourism Society, or to the Dept. of Business and Tourism. Feel free to drop in to Seton Annex 5, or call us at (902) 457-6175. We look forward to hearing from you.

Upcoming Events

BE SURE TO CHECK OUT THESE EVENTS.

Take the time to fill up your Learning Passport, or to have fun before final exams hit!



Class of 2010 Info Fair – An opportunity to win prizes while learning more about graduating in 2010. November 2nd from 2:00-6:00 PM in Seton Café.

Human Resource Panel – Topic: The Screening and Employee Evaluation Process. This is information that students need to hear if they are looking for a job in the future. Presenters include Bristol, Extreme Group, PacRim, and CCRA. Thursday, November 5th in SAC 502 at 4:30 PM.

PacRim and Delta Management Training Program - Tuesday, November 10th in SAC 501 at 3:00 PM.

Speaker Panel - Topic: How to Succeed as an Entrepreneur. Panelists include: Colin MacDonald owner of Clearwater, Janet MacMillan from MTL Group, Hans Wilhelm Jost of Jost Wines, and Rod McCulloch of NS Crystal. Monday, November 16th in SAC 345 at 12:30 PM.

Business & Tourism Society Pub Crawl on Saturday, December 5th

Do you have an event you would like to include in our newsletter? If you do, email the details to Karen.Blotnicky@msvu.ca. Be sure to include the word Newsletter in the subject line.

Mount Business & Tourism Website's New Look



MSVU will launch its new website any day. The business and tourism website underwent a number of changes. The biggest change is that now there are two websites, not one! There is a separate website for Business Administration and for Tourism and Hospitality Management. Each site has expanded listings for courses for each of the BBA and BTHM degree programs. There are more links for students and for careers than ever before. There is also a profile page for every faculty member teaching business and tourism courses. You will also find current events, links of interest for students in different business and tourism fields, as well as links to groups like the Business & Tourism Society and the Centre for Women in Business.

Check out the new business and tourism websites. They are works in progress. If you have suggestions please send them to the web contacts below:

For business administration: Karen.Blotnicky@msvu.ca

For tourism and hospitality management: Paulette.Cormier@msvu.ca

Learning Passport's a Hit!

Contributed by the Passport Learning Committee, MSVU



To find out more about the Learning Passport contact members of the Passport Committee (below), or see Dept. Secretary, Miriam Gallant, in Seton Annex #5.

Contacts:

Learning Passport Committee:

Elizabeth.Hicks@msvu.ca

Wanda.George@msvu.ca

Paulette.Cormier@msvu.ca

Business-Tourism Dept. Secretary:

Miriam.Gallant@msvu.ca

The Learning Passport Committee is very excited to introduce a brand new project that will benefit business and tourism students! Our new Learning Passport (LP) project gives students an opportunity for an exceptional learning experience outside the classroom by engaging them in activities for which they have the opportunity to receive tangible prizes and rewards. So far, the Learning Passport has proven to be a hit with students and over 90 passports have been distributed.

The Learning Passport outlines a variety of activities to choose from. Each activity can only be completed once.

To be eligible for prizes or rewards the completion of each activity must be verified by an appropriate person and submitted between Sept 15, 2009 and March 15, 2010 to one of the LP Committee members for confirmation and approval. Students must also submit a one-page write up (500 words, single spaced, 12 pt font). The write up should describe the details of the activity in relation to courses the student is taking at MSVU and reflect on the student's learning experience in relation to the field(s) of business or tourism.

In addition, as part of their participation in the Learning Passport activity, students may be awarded bonus marks in some of their classes. Professors and instructors who are participating in the Learning Passport program include: Rod Tilley, Mallika Das, Ned Kelleher, Sandi Findlay, Don Shiner, Randall Fisher, Bob Bagg, Ann MacGillivray, Elizabeth Hicks, Paulette Cormier-MacBurnie, Nancy Chesworth, Wanda George, Wendy Doyle, Candace Blayney, Karen Blotnicky, and Helen Mallette.

Important notes for students participating in the LP program:

1. You **MUST** approach your professors ahead of time to ensure the activity you have chosen to participate in will qualify for bonus points in your course and to verify what the individual professor's personal bonus point award system will be.
2. Bonus marks will **NOT** be awarded in a course that a student is otherwise failing. In other words, bonus marks can improve a grade but **NOT** "pull" you through a course.
3. A one page write up of each activity must be **SUBMITTED** for each course in which you are seeking bonus marks. This should include your name, the name of the professor, course number, which activity you participated in, the date you participated in the activity and how the activity/activities relate to the course and/or to your program.
4. The one page write up should be forwarded to one of the committee members (Elizabeth Hicks, Wanda George, Paulette Cormier-MacBurnie) to be signed off as completed. The committee member will then forward the one page write up to the instructor(s) for their assessment for bonus marks in their course.

Faculty hope that students will find this to be a valuable learning experience! To pick up your copy of the Learning Passport, please see Miriam Gallant in Seton Annex 5.

Interviews 101: How to Get the Job!

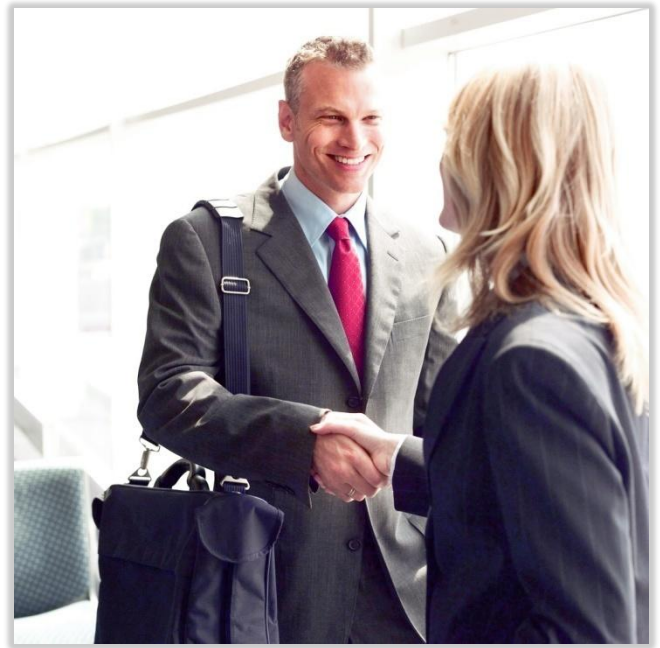
Contributed by Mike MacKenzie, Career Planning Services, MSVU

A job interview can be a daunting prospect for students, new graduates and those with workforce experience alike. In a few short minutes you are given your first, and perhaps only, opportunity to show an employer what you've got and demonstrate why you would make a positive addition to their team. So, when a potential dream job is on the line, it's easy to understand why one can have more than a few butterflies in the stomach. However, such a seemingly intimidating task doesn't have to be a cause for panic. We have a few tips to help you get the job done with sanity and peace of mind intact.

It's no secret that a positive first impression can help you get off on the right foot with a potential employer. You can get the ball rolling by doing simple things like arriving early for your interview and being courteous to all you encounter while there. Other things such as appropriate dress are also crucial in an employer's initial judgment, as what you're wearing often communicates the type of professional you are as well as how seriously you are treating the interview process. The generally accepted rule of thumb is to wear attire that would be considered dressy yet professional for the prospective workplace; items such as business suits for men and conservative dress or pant suits for women. Job Seekers are also strongly encouraged to remove flashy jewelry and only wear pieces that are no bigger than the size of a dime, as anything larger has often proven to be distracting and offsetting. Do not wear perfume or heavily scented products. Although on the surface these hints may not appear to be relevant when it comes to the interview process, in reality how we present ourselves often tells an employer as much as our own skills and qualifications.

To this same point, effective use of body language and other forms of non-verbal communication will also help your chances when it comes to a job interview. Smiling, offering a firm handshake, maintaining eye contact with the interviewer and keeping an open posture are all essential to putting forth and maintaining a positive and professional image. To the opposite effect, doing things such as folding your arms, slouching, clenching your fists, fidgeting or sitting on the edge of your chair will cause you to look closed, fidgety, or too casual. This sort of image is sure to turn off a potential employer and seriously damage your chances of gaining employment, regardless of your qualifications and attributes.

No matter what kind of job you are interviewing for, a potential employer can be guaranteed to ask about the skills that you can bring to the position. Do your homework; know what it is that the employer is looking for and think about ways that you have demonstrated the skills they want from an employee. Research the company, or organization, on the Internet. Brushing up on your competencies with several common attributes actively sought by employers will prove to be beneficial as well; knowing how and when you have demonstrated effective communication, proven teamwork, and strong initiative and leadership skills will always put you in a good position when asked to prove your personal qualifications.



When the time comes to prove and demonstrate that you have these abilities, being able to draw upon past experience is crucial. However, just as important as this skill is the need to keep your examples relevant and concise. Employers aren't interested in hearing a long-winded story complete with unimportant and irrelevant details, but are looking for a concise version that accurately communicates the steps taken and the skills that were behind them. Tell stories based upon your own experiences, be they from work, volunteering, extra-curricular activities or school related assignments. Avoid stories that show how a friend or colleague demonstrated a particular skill; employers want to know how you would handle a situation, not how someone else did. A simple way to keep your examples concise is to use the **STARS** system: **S**-ituation, **T**-ask, **A**-ction, **R**-esult and **S**-ummary. Briefly describe a **situation** where a problem arose with potentially negative consequences. Outline what **task** or **action** you undertook to correct the problem, give the **result** of your actions and **summarize** how your contribution helped to fix the situation.

When equipped with the right skills, the idea of facing a job interview isn't as scary as it otherwise might be. Career Planning Services at the Mount have many tools and resources to help students become better versed and more confident in their abilities. Located in Evaristus 218, we offer services such as resume critiquing and mock interview preparation in addition to being a wealth of knowledge on upcoming and current job opportunities. Information about such postings as well as excellent videos on interview preparation can be found on our website at www.msvu.ca/careerplanning, or you can stop by the centre in person to find out more. You can also contact us via email at careerplanning@msvu.ca or by phoning 457-6567 to make an appointment for resume critiques, or to discuss what else you can do to turn your interview into employment.

*Visit Career Planning Services in Evaristus 218 to
begin discussing your future today!*

Putting Your Money Where Your Mouth Is: Students' Support for Capital Campaign Leaves Board of Governors Impressed

Like other universities today, MSVU is in the middle of a capital campaign. MSVU's Building Tomorrow Together vision is at the heart of a \$16 million capital campaign that is focused on expanding our campus, enhancing learning excellence, and ensuring student success. Such initiatives include building a state-of-the-art teaching and research facility, endowing a Chair in Learning Disabilities, expanding library acquisitions, continuing to facilitate the growth of distance learning, as well as continuing to grow the number of scholarships and bursaries for Mount students.

MSVU's capital campaign may not be unique, but what is unique is the level of student support that it has received. Not only have students come out to support the initiative, they were the first to do so with an initial pledge of \$438,500. Then the Students' Union made a second pledge of approximately \$280,000 annually over a number of years.

Jone Mitchell, Associate Vice President of University Advancement, stated, "This is the first time I have ever heard of a Students' Union volunteering to make a second pledge to a university's capital campaign. This is a great story that I talk about all of the time."

The second contribution is earmarked to go towards construction of the state-of-the-art teaching and research facility that will be built when funds permit. The students have also made donations to scholarships and bursaries, bringing their total level of support to \$730,000.

The Teaching, Learning and Research Centre is arguably the most ambitious goal of the capital campaign. This facility, which accounts for \$12 million of the campaign goal will ultimately house the academic departments of Business Administration, Public Relations, Tourism and Hospitality Management, and Women's Studies, replacing the aging and nondescript Seton Annex. The building will also hold new teaching spaces consisting of both tiered and regular classrooms, case study rooms and discussion areas, all equipped with the latest technology. It will also house a PR studio with the latest in production equipment, and a new Co-operative Education centre designed to meet the needs of students and employers. The Nova Scotia Center for Aging and the Centre for Women in Business are also designated to move to the new space.



The Student Union is one of the largest single contributors to the capital campaign. According to Brian Jessop, Associate Vice President Administration, this unprecedented level of student support greatly impressed the university's Board of Governors, which is comprised of leaders in business, government, and non-profit sectors. Jeremy Neilson, BA student and Student Union President commented, "I believe this Capital Campaign will take the Mount to a new level and show the rest of the world what we, as Mount students, have always known...that this is where you come when you want an education that prepares you for the rest of your life." Mount students continue to show their appreciation for their campus, and their confidence in the university, through their support of the capital campaign.

To make a donation to the Mount's capital campaign, please call (90) 457-6470 or go to:

<https://www.msvu.ca/Alumnae/HowtoGive.asp>

Vincent's Restaurant Dishes Up Great Learning Experiences for Mount Students



Vincent's restaurant is a teaching kitchen used for educating students taking courses in the tourism and hospitality management program. A variety of courses are offered in this learning centre including THMT 1116 (Principles of Food Production and Service), THMT 2216 (Restaurant and Food Service Management), THMT 3316 (Food Service Management), THMT 3317 (Beverage Management), and THMT 4411 (Catering Technology and Systems). This learning centre allows Mount students to take the theory they are learning in the classroom and put it into practice.

The first course is designed for students to learn and practice basic cooking skills in an industrial kitchen. After completing this course, students are ready to move on to something even more exciting... opening Vincent's as an operational restaurant! This group of students opens the restaurant on select dates during the winter semester at which point they become responsible for operating Vincent's as if it were their own business.



Students have an opportunity to experience working the business from the positions of production, service, and management. When students are working as part of the management team they are responsible for all operational aspects of the restaurant. This includes things like staff training, planning, organizing, marketing, purchasing, problem solving, and finances. Students who complete these courses obtain certification in WHMIS (Workplace Hazardous Materials Information System) and a managerial level food safety course.



Students who choose to further their knowledge in the food business have an opportunity to work with industry chefs in the Food Service Management course. Working with industry chefs, the students are able to offer an upscale dining experience while focusing primarily on the management functions of the evening.

Other areas of food service management are also explored. The Mount has a group of students currently taking this course and they are in the planning stages of opening Vincent's for an upscale dining experience in November.



The Beverage Management course is one many students enjoy as they learn more about the hospitality and business side of managing beverages. Students taking this course have an opportunity to host a Wine Tasting event.

For those interested in learning more about Catering, the Catering Technology and Systems course is for you! Students engage in a catering event each semester and have an opportunity to tour outside catering operations.

Stay tuned for details on how you can experience firsthand what Mount students are doing in Vincent's as our Food Service Management students open the restaurant for an upscale dining experience in November.

For more information about Vincent's Restaurant, upcoming restaurant nights, or November's special upscale dining experience at Vincent's, visit the website at <http://www.msvu.ca/vincents/>

New *Ignite* Awards: Centre for Women in Business Spices up Students' Education

This year CWB launched the first ever
InCite awards.



Maybe your group project could
qualify for next term's competition.

For more information about the *Ignite* awards,
contact Jennifer Simpson at the
Centre for Women in Business, at
Jennifer.Simpson@msvu.ca

This term's marketing research class became the first ever to compete for the *Ignite* Awards offered by the Centre for Women in Business. The CWB is one of Nova Scotia's esteemed university business development centres. Founded in 1992, the Centre for Women in Business at Mount Saint Vincent University assists entrepreneurs by providing them with the support, resources, training and information they need to start or grow their businesses. The majority of the centre's clients are women. Women entrepreneurs are growing in number, which is why the Centre continues to grow.

This year the Centre teamed up with Dr. Karen Blotnicky's Busi 4430 class to provide clients for the students' client research projects. The client research project is a major project that requires students to work with businesses in the local business community, providing them with customized marketing research to meet their unique needs. As part of this process, the CWB decided to launch the *Ignite* Awards to reward students who do an impressive job assisting clients in areas that impact their business growth and development.

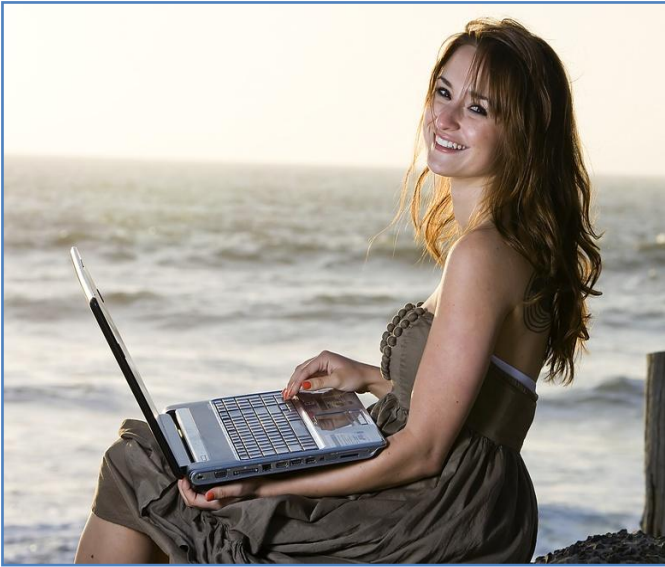
Student groups must complete their projects to meet the course needs, and they must also present those results to their client, their professor, and representatives of the Centre for Women in Business. Each presentation will be evaluated on four areas of entrepreneurial skills and competencies, including creative thought, planning and research skills, decision making, and building relationships with stakeholders. The presentations will also be evaluated for organization of content, oral presentation skills, and subject knowledge.

The first place winning group will receive a cash prize of \$150, as well as being profiled in the widely distributed CWB online newsletter. The second place winning team will also be featured in the newsletter, and will receive a cash prize of \$75. All team members in the winning groups will receive an award certificate suitable for framing, or for inclusion in their portfolios.

This is just the beginning for the new *Ignite* Awards, and the Centre's Jennifer Simpson, Business Advisor, anticipates offering the awards again in the winter term in classes where student projects fit the prize criteria.

The Mount Leads in Distance Learning

Contributed by Peggy Watts,
Director of Distance Learning and Continuing Education, MSVU



Mount Saint Vincent University offers more Distance Learning courses than any other university in Nova Scotia, making it easy for our students to learn from almost anywhere in the world! Currently, we offer more than 200 courses and 14 complete programs. Bachelor's degrees are available in business administration, arts, child and youth study, and tourism and hospitality management. Certificates are available in accounting, business administration, marketing, and tourism and hospitality management. Diplomas are also available in business administration and tourism and hospitality management. The Mount also provides graduate opportunities via distance, offering master's programs in educational psychology and public relations.

Distance learning @ the Mount allows Canada's National Team athlete, Ryan Cochrane, to train for world-class canoe and kayak events while finishing his third year of studies towards a Bachelor of Science in psychology.



In today's time starved society learners are looking for the convenience and flexibility of distance delivery methods. Our annual student survey responses indicate flexibility as the number one reason for choosing Distance Learning. Without the option to take university courses online and via instructional television, many individuals would never be able to pursue higher learning and balance families and work.

Fortunately, MSVU provides many choices and modes of delivery to allow students to take courses when they want and where they want. This means they can save both time and money by not having to travel to and from campus, thus enabling more learners to receive a quality MSVU education from wherever they live or work. Distance students rave about being able to stay at home and take courses without having to commute to campus, especially in the winter term!

To better serve its distance students, MSVU has an Online Bookstore. Students can order all their course textbooks and materials from any computer 24/7 and have them delivered to their door anywhere in Canada at no extra cost.

Distance Learning uses state of the art technology to deliver courses in several different formats. Moodle is our online course management system, where students and faculty "meet" for course work and to share information. Moodle gives students access to their course syllabus and courses notes, as well as assignments, wikis, forums, email and chat sessions. Elluminate Live offers a virtual classroom experience to parallel the traditional classroom. Used for class "seminars" it provides students with the opportunity to interact in real time with their professor and their classmates using voice over internet protocol technology. The shared whiteboard feature means that PowerPoint slides, text, images, drawings, and more can be seen and discussed by the whole group at once.

Instructional Television courses offer lectures that are recorded in our classroom studio and then rebroadcast on the A Channel and Eastlink digital cable channel 333. DVD rentals, streamed or downloadable formats are also available. Students watch their weekly lectures when it's convenient and replay them as often as they like. All Instructional Television courses also have Moodle sites, and online video components, including mini lectures, are becoming regular features of many of our online courses.

A Special Invitation:

If you're already taking some of your Business or elective courses via distance learning, they would like to hear about how their services are working for you. Send them an email at distance@msvu.ca.

Distance courses are offered every term (Summer 1, Summer 2, Fall and Winter.)

Visit www.msvu.ca/distance for our current course listings and see how Distance Learning can make your life easier today!

A Very Tasty Tour: Tourism and Hospitality Management Students Get Guided Tour of OH Armstrong Foodservice

Contributed by Paulette Cormier-MacBurnie,
Lab Instructor, Vincent's Restaurant



On Friday, October 16th, nine students from the THMT 1116 (Principles of Food Production) class went to Kingston, Nova Scotia for a tour of the O.H. Armstrong Foodservice facilities. Established in the early 1900s, O.H. Armstrong is a provincially inspected meat processing and full service food distributor servicing the food service industry in Nova Scotia.

The two-hour tour was hosted by Ted Devitt, the President and General Manager of Armstrong Foodservice. This was a wonderful opportunity for students to see firsthand how meat is processed and products are prepared for distribution to customers, both small and large, all over Nova Scotia.

Students had an opportunity to learn about O.H. Armstrong's commitment to working with, and supporting, local producers whenever possible. In doing so, O.H. Armstrong can also provide local product to its consumers.

*To learn more about
O.H. Armstrong
visit their website at
<http://www.oharmstrong.ca>*



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This is the second edition of our bimonthly newsletter. The newsletter continues to grow. Thanks to everyone who contributed ideas and articles.

Let us know what you would like to see included in the newsletter. Or, send up your upcoming events for inclusion in our list. Send your suggestions to Dr. Karen Blotnicky via email at:

Karen.Blotnicky@msvu.ca

Be sure to include the word “Newsletter” in the subject line.

Publication Information

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