

Business & Tourism Newsletter

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Happy Times are Here Again!

Recent years have seen universities struggling to fill seats. The Mount is no stranger to low student numbers. However, this year the news is all good. The numbers of Nova Scotia high school graduates began to drop off about five years ago, forcing universities to find new and creative ways to attract students. One of those ways was through articulation agreements. Articulation agreements enable students to enter universities on 2+2 programs, allowing them to import their community college diploma and to earn a degree in two years from the Mount.

The Mount has articulation agreements with community colleges in Nova Scotia and New Brunswick, Holland College in PEI, LaSalle College in Montreal and Bermuda College. These programs bring students to our business and tourism degrees every year.

This year has seen tremendous increases in applications to both business and tourism degrees. The BBA applications were up by 22%, while BTHM apps were up by over 30%.

The Mount has had to close a number of its degree programs, both graduate and undergraduate, because they are actually full. In this day and age it is a very nice problem to have.

In addition, distance education registrations are up by 23% and we have more international students on campus. More “bums in seats” leads to a more optimistic outlook for the future, which is very good news when the provincial government is trying to find ways to cut costs across the university system in Nova Scotia.

Mount’s Business Education Tops in Globe and Mail 2011 University Rating

The Mount’s Dept. of Business and Tourism is doing a great job in educating its students according to the Globe and Mail’s 2011 Canadian University Report. The report, released in October, reports student satisfaction ratings from a sample of more than 38,000 undergraduate students representing 53 schools from across the country.

The report divided universities into four categories based on undergraduate enrolments. The Mount was considered to be a “Very Small” university, along with 13 others.

The Mount ranked second for Tops in Career Education behind Trinity Western, a private religious university based in B.C. The Mount also ranked third in Tops for Quality of Education behind Trinity Western and Bishop’s. This is great news, and it is the result of much hard work by faculty and staff who continue to strive to make the BBA and BTHM degrees both rigorous and relevant in meeting the needs of today’s students and employers.

In addition to these great ratings, the Mount held its own when stacked up against the local competition. These results are highlighted at right. For complete ratings, or to download the 2011 Canadian University Report, go to <http://www.newswire.ca/en/releases/archive/October2009/22/c9326.html>.

Student Satisfaction Ratings Among Very Small Universities (Business & Commerce)*			
	Dal	MSVU	SMU
Superior Ratings			
Availability of faculty to students outside of class	A-	A+	B+
Sense of personal safety and security	A-	A+	A
Class size	A-	A+	A
Overall satisfaction	A-	A	B+
Overall quality of education	A-	A	B+
Teaching quality	B+	A	B+
Level of interaction with faculty	B+	A	B
Library hours of operation	B	A-	B+
Sense of community (on campus)	B-	B+	B
Availability of study space	B-	B+	B-
Academic support and counselling	B	B+	C+
Campus bookstore	B	B+	B-
Services for international students	B-	B	B-
Tied Ratings			
Ease of course registration process	A-	A-	B+
Access to course/teaching materials online	A-	A-	A-
Attractiveness of campus	A-	A-	B
Availability of books/articles/periodicals	A-	A-	B+
<i>*Includes tourism and hospitality management. The entire listing included 39 different rated items. See the online resource for complete listings.</i>			



First-Ever Career Week – Save the Date!

In November the Dept. of Business and Tourism will launch its first-ever, “Career Week”. This event will educate students about the types of job opportunities that exist in their areas of interest and how to get a job after graduation.

The event will kick off with a **Lunch and Learn** session offered by Career Services followed by a series of speaker panel sessions offering students an opportunity to learn about potential careers. The panels will discuss careers for business and tourism students, how to get a job upon graduation, and career advancement. First through fourth year students should plan to attend to learn more about potential career paths for their degrees. The events are learning passport eligible. Also, students who attend will be entered into a draw to win a textbook for one of their courses.

Scheduled events:

Getting a Job - Career Services is going to put on a pizza and learn session where students learn how to start searching for their first job. The event will kick off the week on November 15th. The details are to be announced.

Careers in Accounting & Finance will consist of a speaker panel of CAs, CMAs and CGAs discussing careers in the field of accounting. Whether you are certain about a career choice in accounting, or if you just want to learn more about potential career opportunities in general, this panel is for you. Wednesday, November 17th, 9 AM in Seton 532.

Careers in Marketing and Management will consist of a speaker panel of human resource directors discussing potential careers in management and marketing in their industries. Come and learn about some of the career options to management and marketing students. Tuesday, November 16th, 10:30 AM in Seton 508.

Tourism and Hospitality: Two of the fastest growing and exciting sectors for students to work in are tourism and hospitality management. Students studying both business and tourism should attend this event to learn about a variety of careers. Wednesday, November 17th, 12:05 PM Seton 508.

For more information, contact Miriam Gallant, Admin Assistant, via phone (457-6175, or email (Miriam.Gallant@msvu.ca), or in person in Seton Annex #5.



The Mount Welcomes New President



On October 1, the Mount welcomed its 12th President and Vice-Chancellor, Dr. Ramona Lumpkin. Dr. Lumpkin was the Principal of Huron College, a liberal arts institution affiliated with the University of Western Ontario. She was the first woman leader in the College's 147-year history. She has also held positions at Royal Roads, University of Windsor, and Wayne State University in Detroit. She holds a doctorate in English Literature from the University of Kentucky.

Throughout her career, Dr. Lumpkin has challenged herself and passionately pursued issues of interest to the advancement of women, making her uniquely qualified to embrace the Mount's core values that are deeply rooted in social justice and empowering women. Throughout her career, Dr. Lumpkin has advocated for women in higher education and focused on women's issues and women's studies.

Her passion for social justice has also led her to serve in a variety of non-profit organizations, including Big Sister's, Windsor Women Working with Immigrant Women, Leadership Victoria, and the Kentucky Women's Resource Center.

When asked why she would join the Mount now, during a time of volatility in funding for higher education in Nova Scotia, Dr. Lumpkin stated:

"When I made the decision to join the Mount, I knew I was coming to a University with a solid reputation for delivering unique programs, providing innovative approaches to learning, and making an impact not only on its students, but on the larger community. I am delighted to be part of an institution with such a rich history and exciting future."

Dr. Lumpkin is a respected academic and a proven administrative leader, and we are happy to welcome her to the Mount.

Dr. Ramona Lumpkin's Achievements

- Principal, Huron University College, London, Ontario
- Vice President Academic and Provost, Royal Roads University, Victoria
- Dean of Continuing Education, Director of the Division for Instructional Development, and Associate Professor in the School of Dramatic Arts, University of Windsor
- Associate Dean of the College of Lifelong Learning at Wayne State University in Detroit, Michigan
- Holds a PhD in English Literature from the University of Kentucky
- Honorary Life Member of both the Canadian Association for University Continuing Education and the Ontario Council of Universities for Lifelong Learning
- Former Fulbright Scholar to England

What is the Business and Tourism Society and why get involved?

Contributed by the Business and Tourism Society

We are all told that getting involved is a critical aspect of university life but sometimes taking that first step is very difficult for many different reasons. You can benefit from being a member of the Society because we make it easy for you to take that first step. How? Business and tourism students are automatically registered as members of the Society, which has been in existence for over 30 years serving the needs of our business and tourism students here at MSVU.

The society executive is made up of business and tourism students who understand your needs and challenges. Membership in the Society is your free passport to developing stronger relationships with faculty, making lifelong friendships with fellow students, and meeting executives from both the business and tourism fields.

These friendships and industry contacts are a vital component of the networking chain that you will need once you graduate and are seeking to secure that ideal job you have worked so hard for during your years as a student.

Choose from our prestigious annual Business and Tourism Conference and Dinner, to fun nights at Vinnie's and other venues, to guest visits by senior executives from business and tourism who come to the Mount several times throughout the year to meet and speak with students, or attend them all!

Whether you are a full-time or part-time student the benefits of membership are worth the investment of your time to participate in Society events.

Look for us on Facebook and decide to get involved – you will benefit in more ways than you can imagine.



Mount students visit exhibitor booths at the 35th Annual Business and Tourism Conference and Dinner on February 4, 2010.

New! BBA Video on Department Website



The Department of Business and Tourism has added a new recruiting tool to its website: the long-awaited BBA video. Three years ago the Tourism faculty got the idea that having an online video would be a great tool for attracting future students to tourism and hospitality management. With the tourism video uploaded and proving to be a great recruiting tool it was only a matter of time before Business faculty did the same.

Like the BTHM video, the BBA video was a year-long project. Using campus resources in Distance Learning, combined with long hours and lots of dedication, Paulette Cormier-MacBurnie, lab instructor and manager of Vincent's Restaurant, teamed up with the video gurus in the Mount's television studio to produce the video. The video features interviews with current students, grads and co-op employers. The end result is both informative and fun.

Check it out on the Business Administration homepage at the university website. Send your feedback to Paulette.Cormier@msvu.ca.

A Healthy Approach to University

Contributed by Kathryn Parsons



Because university students are often pressed for time, under a lot of stress they often eat on the go. While balancing your work load it is important to remember your own health and effectively fuel yourself to boost your body and brain power to get through your demanding schedule. Here are some simple health tips to keep you fit and ready for whatever your days throw at you.

Staying hydrated is critical when you have a busy schedule. Dehydration can cause headaches, confusion, and dizziness, all of which will be of no help to you when you are both studying and working. Keep this in mind so that you are able to stay on top of everything. Your body needs at least eight glasses a day and if you exercise on a daily basis you will most likely need more. A simple tip to remind you to drink more water is to carry a water bottle along to class and keep it handy during late night study sessions.

Being busy doesn't mean you can skip proper meals. Making time for meals will ensure you are developing good eating habits and it will prevent you from running on empty during stressful times. Carbohydrates are great brain foods and should not be avoided. Eating certain types of carbohydrates will provide sustainable energy for your body. You should try eating foods like fruits and vegetables, whole grains, rice and pasta.

Sleep and daily activity are the final two points and the most important to maintain. Sleep may be one of a student's favourite pastimes, however most have trouble finding time for a full night's sleep - this could be because of stress or pulling all-nighters. When you rest properly, you will be able to bring your best game to the table. The best way for you to get a good night's rest is exercise and staying active. It is the simplest way to de-stress and keeps your body working properly. Plus it helps you maintain a healthy weight.

Do what feels right, join a team, go to the gym or go for a walk. It's simple. Following these points can help you feel better, cope with stress and perform better with your work and play. It's simple and isn't that hard to get started.

English Help for International Students

Contributed by Paula Barry
Manager, International Student Centre



Are you an international student struggling with writing a case study? How about the heavy reading load from BUSI 1112? If so, then MSVU's International Office is the place you need to be. Our office is one of the few in Canada to offer free tutorial services to its ESL/International student body. Our staff offers services ranging from one-on-one language tutorials, research and citation workshops, and weekly study circles. If this is something you could benefit from please contact Nicolle in the International Office at nicolle.bowes@msvu.ca or stop in anytime to see us in Evaristus 203!

Learners & Leaders Igniting Success

The Mount's Annual Business & Tourism Conference

36th Annual Business and Tourism Conference Great Success

The 36th Annual Business and Tourism Conference was a great success. The completely SOLD-OUT event took place on **Thursday, October 28th** at Mount Saint Vincent University.

Bill Black, the former CEO of Maritime Life, opened the conference with a talk about success and leadership. Tracey MacDonald, past winner of CBS's Star Search, closed the event with an inspirational speech about reaching one's goals and overcoming adversity. Students also learned how to network and held a networking session. A CEO panel provided excellent feedback on career planning, seizing opportunities, and personal and professional growth. Students also had the opportunity to hear industry experts and human resource managers tell them what they needed to know to pursue a career in their field after graduation. But this conference was special for other reasons as well, including the fact that this year organizers revealed the new conference brand name and logo (left). The new brand was a hit. Also, new this year was the fall conference date. The conference was traditionally held in the winter. The popularity of the new date indicates that the decision to change the timing of the conference was a good one.



20th Anniversary Lunch for BTHM – Down Memory Lane



The distinguished panel from the 20th Anniversary BTHM lunch. From left: Andrea Grey, Ambassadors Greyline and BTHM alum; Darlene Grant-Fiander, President – Tourism Industry Association of Nova Scotia; Glenn Squires – CEO, Pacrim Hospitality Inc.; Moderator, Dr. Karen Blotnicky, Coordinator – Tourism and Hospitality Management, MSVU.

On September 24th the BTHM celebrated the 20th anniversary of its first graduating class with a gala lunch and panel discussion. Alumnae from 20 years ago reunited for an exciting time and the panellists provided an excellent discussion about tourism and hospitality management: the past, the present, and the future. In particular, panellists were asked to describe the changes in the industry in the last 20 years, focusing on the changes that they felt had the greatest impact in shaping today's industry. They were also asked what changes they expected to see in the next 20 years, and whether or not they would be positive or negative. Finally, panellists were asked what advice they would give to educators, like the Mount, as we move forward to educate tomorrow's industry leaders.

Three key trends emerged from the discussion. The greatest single impact has been technological change which has revolutionized the tourism and hospitality industry. Globalization was another critical change which has impacted not just travel, but strategic planning and human resource management. Another critical challenge that the experts are facing is a labour shortage that will continue to plague the industry for years to come.

As an educator, the Mount was advised to continue to focus on producing industry leaders who are articulate, creative, open minded, strategically astute, and comfortable functioning in diverse organizations.

Lovin' Hawaii – Business and Tourism Students Take Advantage of Unique Study Experience

Students who have the travel bug can take advantage of a unique opportunity to study in a number of places in North America and Europe. This past winter Chelsea Davidson (BTHM student) took advantage of the opportunity to study at Kapiolani College in Honolulu, Hawaii. Chelsea (left in photo with her roommate in the Hawaiian surf) summed up her experience this way:

“When I showed up I realized that I did not know anyone and that it was up to me to make it for myself in this unfamiliar place. Then I thought to myself, “what could be more of an adventure than this?” While in Hawaii I had the time to meet new friends, discover undiscovered talents and receive a full semester of credits all while living in a tropical climate, with a totally different vibe than what I was used to at home. My roommate turned into a life long friend and we could go surfing when ever we wanted!!!! We both had a blast and said we would do it again in a heart beat.”

In January, Nathaniel Dunn (BBA student) will try his luck at surfing in Hawaii! To find out more about such exciting study opportunities contact Paula Barry, Manager – International Student Centre, at paula.barry@msvu.ca, or call (902)457-6130.





Focus on Faculty

PROF. ELSIE HENDERSON
B.B.A., C.A., M.B.A. (Candidate)

The Dept. of Business and Tourism is pleased to welcome Prof. Elsie Henderson to the Mount as a member of our accounting faculty team.

Elsie joins the Mount with two careers. She began working as a 411 operator in Toronto after leaving her Newfoundland home, but her main goal after graduating from high school was to join the military, and she did so as soon as she reached the required age of 19.

Her military career sent her traveling around the world – notably one of her goals. What she didn't anticipate was meeting her husband, who also served in the military. She remained in the military until the birth of her first child, when she took time out to be a stay-at-home mom. She fulfilled this role until her youngest child started school. Then, Elsie got the itch to go back to school herself.

Elsie strongly believes in life long learning, both in the classroom and through life experiences. As someone who returned to her education as a mature student, Elsie fully understands the desire to pursue higher education and the Mount was just the place for her to do it.

Elsie's return to books became quite an adventure. She actually came to the Mount with the goal of becoming a teacher. She met with an advisor who indicated that by the time she graduated the teaching field would have opened up. However, as she progressed in her degree she became concerned that the field would not open up. One day she decided to take an accounting course. After taking the first course in accounting Elsie was hooked. She loved the numbers and the challenges it presented.

When she graduated from the Mount in 1991 with a BBA with distinction she chose to continue her studies. Again her family said, "Go for it!" She did, and she finished her Chartered Accountant's designation in 1993. Since then she has worked as a controller, advisor and audit manager. She has had a number of different employers, including WBLI Chartered Accountants, Eastlink, Canadian Waste, Smith & Touesnard Chartered Accountants, and most recently, the Auditor General's office.

During her studies Elsie took note of CAs teaching in local universities. This fit with her desire to teach and she decided to give it a try in 1996. Once she had taught that first course she had the bug, so she continued to teach on a part-time basis for the Dept. of Business and Tourism. This year, she decided to take the plunge and go full-time, so she took a leave of absence from her position with the Auditor General and accepted a term position in accounting while pursuing her Master's degree. She is somewhat philosophic about coming full circle back to her alma mater: "Who would have thought – I came to be a teacher and ended up teaching, but certainly not as I had envisioned."

Elsie expects to complete her Master's degree in Finance from Aspen University (Colorado) in the spring of 2011. She lives in Mount Uniacke with her husband Clyde and is the grandmother-to-be of twins. She loves to spend time with her family, learning, reading, watching a good chick flick, and playing golf. She can be contacted at (902) 457-6486, or via email at Elsie.Henderson@msvu.ca.

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**Newsletter
Contributions
welcome!**

Do you have information you would like to see printed in our newsletter? We also invite you to submit ideas for stories about students, grads, faculty and staff. Simply email Dr. Karen Blotnick at Karen.Blotnick@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.

The China Opportunity – See the Great Wall and Take a Course

Contributed by Paula Barry
Manager, International Student Centre

China is one of the biggest countries in the world with a population that accounts for 20% of the world's people. Now you can witness the grandeur of the Great Wall and the Forbidden City! The Mount provides you with the opportunity to study in this magnificent and mystical country.

Ginling Summer Institute (April 21 – May 10, 2011):

- Earn a half-credit by spending three weeks in China
- Two weeks at Ginling College in beautiful Nanjing
- One week exploring Shanghai and Beijing
- Program includes: Elementary Chinese, Traditional Chinese Sports, Chinese History and Geography, and Appreciation of Chinese Traditional Arts
- Cost: \$3000 CAD. Includes: airfare; local travel; accommodations; tuition; visa; as well as select sightseeing tours and select meals.

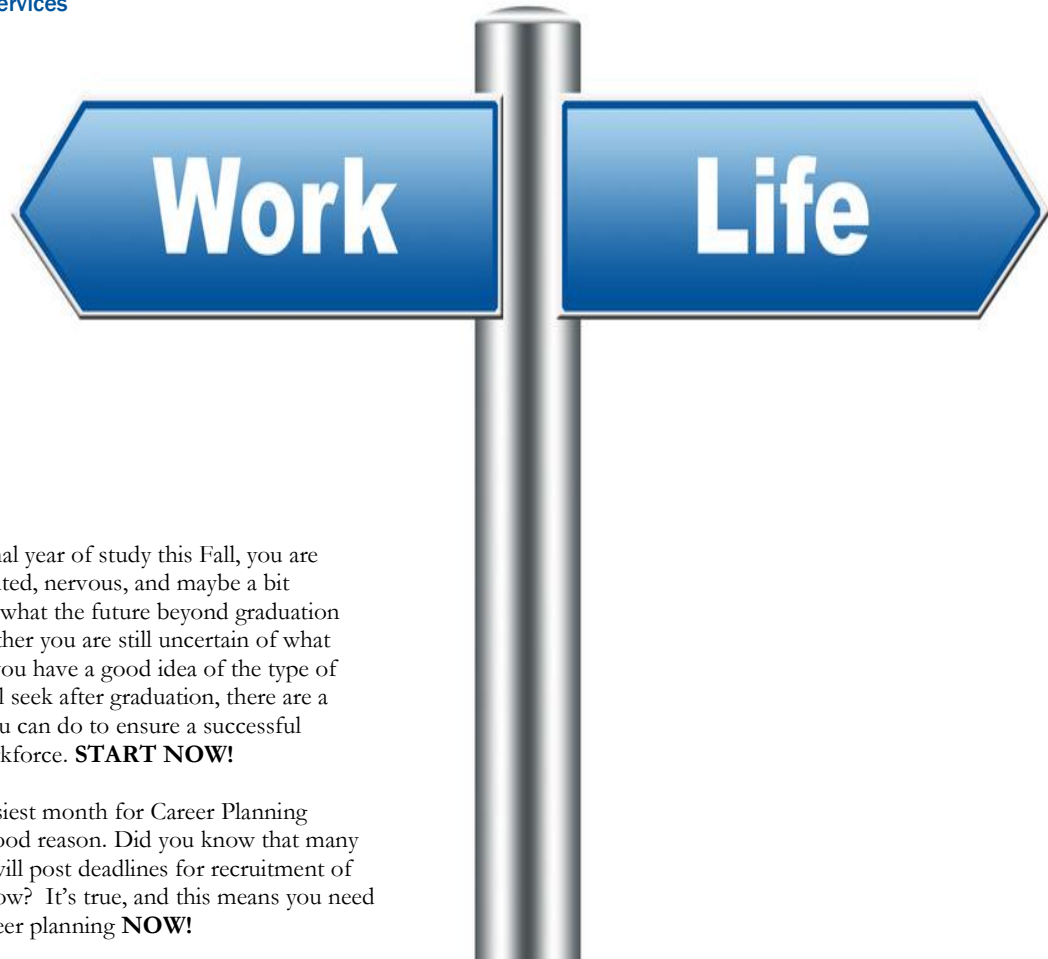
Please contact Paula Barry, Manager – International Student Centre and International & Exchange Student Advisor paula.barry@msvu.ca 902-457-6130 for more information. Application deadline: January 2011.



Paula Barry (2nd from right) and friends on the Great Wall.

Graduating this Year? Next Stop: Career Success!

Contributed by Career Services



If you are in your final year of study this Fall, you are probably feeling excited, nervous, and maybe a bit overwhelmed about what the future beyond graduation holds for you. Whether you are still uncertain of what career to pursue or you have a good idea of the type of employment you will seek after graduation, there are a number of things you can do to ensure a successful transition to the workforce. **START NOW!**

September is the busiest month for Career Planning Services, and with good reason. Did you know that many large organizations will post deadlines for recruitment of Spring 2011 grads now? It's true, and this means you need to work on your career planning **NOW!**

If you are uncertain of your options after graduation, visit Career Planning Services and book an appointment with a career counselor who can help you conduct a self-assessment and determine career options that may be suitable for you. This is a step that many people skip and as a result, they may end up in a career that they dislike. Book an appointment today by calling 457-6567 or visiting Career Planning Services in Evaristus 218.

If you have a good idea what direction you plan to head in, now is the time to polish up your resume and interview skills, and to learn how to make the best impression with an employer as you begin your job search. Career Planning Services holds many workshops in the Fall term on these topics and jobs are posted online at www.msvu.ca/careerplanning.

Finally, be sure to start your Co-Curricular Record this year so that you can demonstrate to employers what activities you have taken part in while at university. Watch for details of the Co-Curricular Recognition Program coming this Fall at www.msvu.ca/CCRP. As part of this program, Career Planning Services is launching a Career Advancement Certificate, which you can obtain by attending 3 of our workshops during one academic year.

Editor's Note:

The Learning Passport records co-curricular activities as well and you can earn bonus points across several business and tourism courses for your extracurricular activities. For more information about the Learning Passport visit the Learning Passport Moodle site.

Upcoming EVENTS

BE SURE TO CHECK OUT THESE EVENTS.

Take the time to fill up your Learning Passport, or to take advantage of some unique and enterprising opportunities.

November 2010
1-11:00 AM – 1 PM in RBC Seton Link – Investors Group information booth
2-Noon – ROS 105 – Think Farm information session – Government program that provides assistance for individuals who want to start their own farm.
3– 3:00-4:00 PM in RBC Seton Link – Co-Curricular Recognition Program information booth for students (sign up on the spot!)
4 – 3:00 PM – EVAR 358 – Investors Group information booth
10 – 3:00-4:00 PM in RBC Seton Link – Co-Curricular Recognition Program information booth for students (sign up on the spot!)
5-3:00 PM – Seton 315 Microlab – Co-Curricular Recognition Program – how to get started
15- 11:00 AM – 1:00 PM – RBC Seton Link – CPS Road Show – on the spot resume critiques
15-20 – Various times and dates – first ever Career Week (various activities including a Lunch & Learn session on Getting a Job) Contact Miriam in Seton Annex #5 for more information.
15- Lunch & Learn session on Getting a Job. Place TBA. Contact Miriam in Seton Annex #5 for more information.
16-10:30 AM – Seton 508. Careers in Marketing and Management. Panel discussion by experts and human resource directors. Learn about career options open to students with interests in marketing or management.
17- 9 AM – Seton 532. Careers in Accounting and Finance. Panel discussion by experts. This is an excellent panel to attend if you are thinking about an accounting career, or career opportunities in general.
17- 12:05 PM – Seton 508. Careers in Tourism and Hospitality. Panel discussion by experts. This is an excellent panel to attend if you are thinking about careers in the tourism and hospitality sector.

**Save the Date for these exciting days
in January 2011 sponsored by the
Dept. of Business and Tourism:**

- 26 – Mock interview day
- 27 – Speed Mentoring

For more information, contact
Miriam Gallant, Admin Assistant in
Seton Annex #5 (Miriam.Gallant@msvu.ca).

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This issue marks the first anniversary of our Business and Tourism Newsletter. We are thrilled to have more contributors than we have had for previous issues and we encourage your continued feedback.

We have received your feedback and we are listening. Future newsletters will be expanded to provide more of the following:

- Student news – including a Focus on Student piece and student prizes
- Alumni news – including a Focus on Alum that will celebrate success of BBA and BTHM grads
- History bits – some nostalgia and a walk down memory lane for students, faculty and staff

Let us know more about what you want to see in the newsletter and send us story ideas via email, Karen.Blotnicky@msvu.ca.

Publication Information

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