

Business & Tourism Newsletter

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Welcome back to the MOUNT!

Mount Saint Vincent University and the Department of Business and Tourism welcome you all to our campus to begin the fall semester 2010! After a full summer of preparing for the arrival of both new and returning students, the campus looks beautiful thanks to many hard workers. Our faculty is ready and eager to start classes and see both familiar and new faces.

The Mount promises a personalized education built for you, whether it be the small class sizes we offer, the flexibility for full-time or part-time attendance with classes not only during the day, but night and distance, or the interaction and voice each student has in class and in the community.

The professors always have their office doors open and encourage you to stop by to see them with any questions or concerns, even if it seems silly to you. Your success is their success.

This university is not just a place to get a great education, but a place to build relationships with professors and classmates, a place that allows you to network with professionals from coast to coast and most importantly a place to have an exciting and unforgettable university experience.

A new year promises fresh opportunities in the Mount's community for everyone. Good luck to all students on their studies this year!

**Contributed by Kathryn Parsons,
Past Special Events Coordinator
Co-op/Dept. of Business and Tourism**

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.

We look forward to seeing you at our first event early in the semester!



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



**BACHELOR OF
BUSINESS ADMINISTRATION
CO-OP PROGRAM**



**Applications for the Summer
2011 Co-op Term have been
mailed to eligible business
students.**

**Co-op education is an academic
program that integrates your
studies with paid, career-related
work experiences.**

**For more information contact:
Scott Daniels, Co-op Coordinator
Phone: 902.457.6375
Email: scott.daniels@msvu.ca
Seton Annex, Room #3**

First Year STEPS to SUCCESS

Contributed by the Kathryn Parsons

Those of you who are just settling down in your first year of university may find it a bit of challenge to balance success in your academics while maintaining your social life. Here are some tips to follow to guarantee a successful first year:

1: Go to orientation. This is an opportunity to become familiar with the campus and to get to know your new classmates and faculty. It's an easy ice breaker and a lot of fun.

2: Get organized. In high school your teachers lead you through your homework, and project deadlines, they gave you daily reminders of your tests and when to study. Now it is all up to you. Create both Semester Schedules and Weekly Schedules in an agenda or on a calendar with reminders so you know when something important is coming up.

3: Meet new people and get involved. Join one of our athletic teams, groups or one of the many student societies. Also get involved with one of the many events organized by the Dept. of Business and Tourism. This is the time in your life where you make lifelong friendships and getting involved in the Mount community will make your time here even better.

4: Go to class. It helps, honestly. Skipping and sleeping in may seem appealing but actually attending class will help you not only learn the material but save you time in the long run.

5: Find a balance. You cannot focus solely on school, or work, or friends, you need to find that balance among the three. Once you do, everything will run smoothly, and you may even feel more motivated.

6: Find a nice study spot. It may be your dorm room, your kitchen table or some comfy corner of the library, but find a place that works best for you to get your work done. A place where there are hardly any distractions.

7: Schedule time for you. Yes, your academics, job and social life is very important, but so are you. Take one night a week to relax, watch TV or a movie, or even just go for a walk.

8: Don't procrastinate. Now is the time to prioritize. Never leave anything until the last minute. Even the smallest of tasks take some time and effort. Give yourself deadlines - and stick to them.

Take advantage of the opportunity to make new friends and learn from your professors. Find the balance between school and social. Keep these tips in mind and your first year will be unforgettable, exciting and rewarding. For more tips like this check out Student Services' webpage for links!

<http://www.msvu.ca/en/home/student-services/academic-advising-support/studyskills/default.aspx>



Get INVOLVED!

Contributed by Kathryn Parsons

There is more to university than just textbooks and exams. Making time in your busy schedule to get involved here on campus or within our community will allow you to experience your time in university at a new level. The Mount offers tons of opportunities that will allow you to connect with students that share the same interests and hobbies or can help you with your studies, explore the community and help make a difference or even network with professionals and learn from their life experiences.

Why should I get involved?

Getting involved is important because it allows you to develop many transferable skills and have hands-on experience which allows you to learn outside of the classroom. The benefits that you will receive once you get involved in our community are numerous. Here are just a few:

- You will be able to develop and improve your leadership and communication skills
- You will make new friendships while working closely with your peers who share similar interests
- You will be able to learn the importance of time management; this is an essential skill so you can balance both your work and social life. It's been researched and proven that when you are involved during your academics, you'll learn how to better manage your time so you accomplish more of your academic requirements and goals
- You will develop teamwork skills, a valuable ability, obtained through getting involved, whether it's with a sports team, a club working together to fundraise or raise awareness, or a group planning a social event
- You can help better the community. Getting involved may help you decide what your career goals are through activities which can range from talking to professionals at an event or hands on experience
- You will be able to add to your resume which will be important once you begin to look for a career upon graduation

At the Mount you can get involved with groups, societies, athletics and events.

A great way to get involved and develop leadership and teamwork skills, while staying active and healthy is by joining one of our athletics and recreation programs. Our varsity teams play at the national level in women's basketball, volleyball and soccer, also in men's basketball and soccer. Tryouts for 2010-2011 are during the month of September (go to the Varsity Team webpage for more information). Our Varsity Program is a member of both the Atlantic Colleges Athletic Association (ACAA) and the Canadian Colleges Athletic Association (CCAA). If this isn't for you, the Mount also offers many fitness centre and recreational programs such as free gym memberships to students, a variety of classes such as free yoga and Pilate's classes and even Intramurals.

If you are interested in becoming involved on campus, meeting new people or helping causes outside our campus and in the community, the Mount is home to many clubs and societies who get together to make a change. The Student Union website is a great place to go for any information about our community. Here you can see what societies and clubs are established and how to get in contact with them so you can be a part of their team. If you feel there's a group we are missing, you can create a proposal to form such a group. You can get involved with campus events and fundraisers. One of the largest fundraisers that the Mount is involved in is known as Shinerama. For the past 20 years our student union has been raising money for the Canadian Cystic Fibrosis. Our own Business and Tourism society decided to mix a social event for the students with raising money for the Angel Tree Fund.

It's important to take advantage of these opportunities and it's easy. The recognition and fulfillment you receive is truly rewarding. The Mount is truly proud and grateful for everyone who gets involved and participates in our activities and events. We hope to continue helping the community and doing what we can to make a difference, one step at a time.

For more information about where to get involved go to: <http://www.mountstudents.ca/>



36th Annual Business and Tourism Conference – SAVE the DATE!

Contributed by Kathryn Parsons

The 36th Annual Business and Tourism Conference will be held on **Thursday, October 28th** at Mount Saint Vincent University. Bill Black, the former CEO of Maritime Life, will open the conference and speak about success and leadership. Tracey MacDonald, past winner of CBS's Star Search, will close the event with an inspirational speech about reaching your goals.

In addition to the two keynote speakers, we are in the process of booking a CEO panel of Maritime business leaders and have confirmed attendance from 37 human resource directors for our HR panels from all areas of business and tourism. Students will have the opportunity to speak directly to panelists to find out what makes the difference in the job search and to discuss career opportunities in the field.

The conference is the most anticipated event of the year for the Dept. of Business and Tourism and we expect over 300 students, faculty and business people, from the business community, the Mount, NSCC and NBCC to be in attendance. This conference is noted for being such a great experience for students and the business community alike for networking and learning. Don't miss it!



Friends and colleagues from NSCC enjoyed themselves at last year's Business and Tourism Conference.

The Learning Passport takes a New Approach

Contributed by Kathryn Parsons

The Learning Passport is now entering its second year being available to all interested business and tourism students. Last year this project had great results with over 100 passports distributed. Students were motivated through the passport to take advantage of on campus events and activities. Events such as the Annual Business and Tourism Conference, campus services information sessions and academic competitions, qualified as Passport activities. Those who completed their passport were eligible for prizes, rewards and what was the most interesting, bonus points in some of their classes which even helped some students go up an entire letter grade.

This year the Learning Passport Committee has altered the program. Last year students had to create a one-page reflection in order to get a point for that event. Now, students simply must attend the event of choice from the passports options then get the signature from the faculty proving their attendance. This makes this project simple. Just getting involved in the community with only three activities completed can result in up to three bonus points, or an extra grade point. You could go from grade of B+ to an A- in participating classes.

The Learning Passport committee has created a Moodle page for all those interested in this project. This site provides you with easy access to the information about passport activities' dates and times, locations and contacts. It also shows you what classes have bonus points for completing your Passport activities.

This is a valuable experience which allows you to explore the business and tourism community while enhancing your networking skills. It also gives you the opportunity to actually receive rewards and recognition. It's easy to get involved and take advantage of this project during your studies. If you are interested in participating, pick up your Learning Passport from Miriam Gallant in Seton Annex office #5 or simply go to the Moodle homepage, click on The Learning Passport and print a copy.





Focus on Faculty

PROF. WILLIAM MURRAY
B.A., M.B.A, Ph.D. (Candidate)

The Dept. of Business and Tourism is pleased to welcome Prof. William Murray to the Mount as a Tourism and Hospitality Management faculty member. William comes to Mount Saint Vincent University from New Brunswick Community College where he spent the last nine years as a lead business instructor in Hospitality & Tourism Management. He has experience in the lodging, food service and retail industries, working with companies including Canadian Pacific Hotels & Resorts, Starwood Hotels & Resorts, Eddie Bauer, the Canadian Tourism Human Resource Council and many independent restaurant and retail operations.

William will be teaching Introduction to Tourism (THMT 1101), Restaurant & Food Service Management (THMT 2216), Facility Management (THMT 3321), and Organizational Behaviour (BUSI 2214 / BUSI 2215). He is a very versatile instructor, with teaching experience in tourism, hospitality, management and marketing. William is personable and knowledgeable and brings a great deal of creativity and passion to his teaching and research.

William also enjoys an artistic background in the fine arts, a talent that brings him both personal fulfillment and an innovative teaching style. Having interests in theatre and artistic painting, William is known for bringing such talents to the classroom in creative ways. He has brought new experiences to both academic and professional learners by exploring creativity, innovation and thought using painting. To imagine a group of seasoned business people in suits, learning to express themselves and to unleash their creative thinking by taking paint to paper, is to understand how Prof. Murray can unlock the hidden potential of his students in unique and exciting ways.

William holds multiple academic credentials, including a diploma in Hotel & Restaurant Management from Algonquin College (with which he was awarded the McDonalds Canada Scholarship Award and the Algonquin College Business Award), a BA from Carleton University and an MBA in Hospitality & Tourism Management from the University of Guelph. He is currently completing his dissertation as a PhD Candidate with Saint Mary's University, exploring how individuals use language to make sense during times of organizational change.

William is an officer in the Tourism & Sport Management division of the Administrative Sciences Association of Canada and has served as a track chair with the Atlantic Schools of Business conference for numerous years. He has provided consulting services with The Forum Corporation, working for Irving Oil Ltd and Unilever Ltd. As well, he has been an invited presenter with the New Brunswick High School Educator's Conference, the Atlantic Provinces Association of Communication Teachers and multiple groups within the New Brunswick Community College system.

William's research interests are varied; he is currently studying how individuals function within a social context, looking at how people make sense of their various worlds, craft plausible narratives and develop various identities that allow them to function effectively within changing contexts. In the tourism industry specifically, he continues to explore areas that drive employees, including motivational and empowerment issues, along with a continued interest in service excellence.

William lives in Halifax with his wife and two young sons. He can be contacted at (902) 457-5971, or via email at William.Murray@msvu.ca.

**Call Us
Email Us
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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 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.

Congratulations! The Mount's BTHM celebrates the 20th Anniversary of the First Graduating Class

Contributed by Kathryn Parsons

Impact of Tourism Education: Celebrating the Past, Focusing on the Future

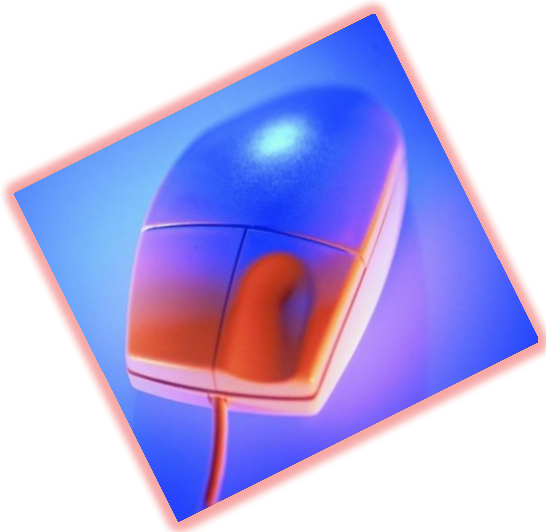
Twenty years ago Mount Saint Vincent University was proud to see its first graduates in Bachelor of Tourism and Hospitality Management cross the stage at convocation. This is a piece of the Mount's history and a big part of the university's culture and individuality.

On Friday, September 24th, 2010 the Department of Business Administration and Tourism and Hospitality Management will be celebrating the 20th Anniversary of this graduating class. The event will consist of a panel of guest speakers that come from all sectors within the tourism and hospitality industry, and will be hosted by our Tourism and Hospitality Management Coordinator, Karen Blotnick. As well, there will be a luncheon on campus in Rosaria from 1:00 to 2:30 pm. It will be open to all Tourism and Hospitality students as well as graduates and supporters.

Tourism and Hospitality is a fast paced industry that is growing by the minute. The event committee has created a theme for the celebration titled Impact of Tourism Education: Celebrating the Past, Focusing on the Future to reflect this dynamic industry. The theme will provide a foundation for the afternoon's speakers to base their discussions. The main topic will be looking at how the industry is changing and where it is going in relation to education.

The Department of Business Administration and Tourism hopes you will take advantage of this celebration and join us to show your support and pride in this valuable and respected program. For more information, or for tickets, contact the Alumnae office at (902) 457-6366 or email alumnae@msvu.ca.





Welcome New and Returning Business and Tourism Distance Learners!

Contributed by Distance Learning and Continuing Education

As many of you know, certificates, diplomas and the BBA undergraduate degree in a variety of areas of concentration and majors are available for study via distance learning. Distance Learning allows you to take your classroom with you! Learners take courses from home, after work, while traveling, or on work term placements.

As you begin your fall term, the Distance Learning and Continuing Education department (DLCE) would like to share some helpful tips on succeeding in your distance courses:

- 1.) Check out how your distance courses will be delivered. Information about course technology is available with the course listings on the DLCE website at www.msvu.ca/distance. Technical guides for Moodle (our course management system) and Elluminate Live (for virtual seminars) are also located on that site.
- 2.) Order your books and materials for distance courses from the DLCE online bookstore at www.dlcebookstore.ca. Simply log on to this storefront and find everything you need for your course. Orders are shipped no charge within Canada or are available for pick up at the DLCE service counter, Room 106 in EMF (lower floor of the Library).
- 3.) Make sure your computer and internet access are reliable. Log on to Moodle on the first day of your class and view your syllabus and other course readings and materials. If your course includes virtual seminars with Elluminate Live, follow the instructions on our website for setting up your computer and take Elluminate Live for a test drive before your class begins.
- 4.) If you experience technical problems with Moodle or Elluminate Live, be sure to contact our staff for help at online@msvu.ca or come to Room 121 EMF during office hours.
- 5.) Plan to stay on track. Check your course sites and Mount email daily. Depending on the format for your course, attend your Elluminate Live contact sessions and/or watch your video lectures each week. Find out how often your professor will be communicating within Moodle, and stay connected.
- 6.) Make the most of your online discussions, and use the technology to build bridges with your classmates.

Call, email or drop by the Distance Learning student service counter in EMF and we will be happy to answer any questions you may have.

Email: Distance@msvu.ca

Telephone: (902) 457-6511, or 1-800-665-3838.

Have a great term!

Some Tips for a Successful Year

Contributed by Joanne Mills, Psychologist
Coordinator, Counselling Services



Another school year is about to start and everyone wants to do well this year. Your pencils are sharpened, your iPod is charged and the laptop is ready for the new term. Academic success is everyone’s goal, yet often difficult to obtain. Every September is full of promise and good intentions, but life often gets in the way. Juggling classes, assignments, and papers with jobs, relationships and fun can be difficult, but not impossible. Often the busiest students are the most successful, but only to a limit. In Counselling Services we recommend limiting paid work to only 10 to 12 hours a week if you are a full time student. Another good time management strategy is to plan to study two hours for every hour you are in class. If you are taking five courses (15 hrs in classes a week), then plan to spend twice that time in independent study (30 hrs/week). This time could be spent on preparing for classes by reading your chapter ahead of time, working on an assignment or paper, or studying for an exam. If you add these two together – 15 hrs/week of classes plus 30 hrs/week of homework – then being a full time student is a busy full time job (45 hrs/wk). If you’d like more help with time management skills, make an appointment with a counsellor to discuss or check out their free workshops at www.msvu.ca/studyskills. While you are there, consider taking in a study skills workshop on lecture note taking, reading textbooks or on Exam Preparation – both will teach you some new skills to help you reach academic success.

There are many supports and services on campus to help you reach your full potential while at MSVU. Looking for a job or undecided about your career path? Seek out Career Planning Services. Can’t figure out why your student loan hasn’t come in yet? See Frances Cody in Financial Aid. Are you going through a difficult break-up or just feeling stressed? See one of the Counsellors with Counselling Services. If this is your year to get healthy and start working out – remember – all full-time students have a free membership at our MSVU Fitness centre right here on campus. If you are a student with a diagnosed Disability, accommodations are available to you through Disability Services. And if that persistent cough needs attention, we have great doctors right here on campus in Health Services. Whatever your challenge is this year, please be sure to seek out the support you need right here on campus.

Service	Email	Phone #	Website
Study Skills	counselling@msvu.ca	457-6567	www.msvu.ca/studyskills
Career Planning Services	Careerplanning@msvu.ca	457-6567	www.msvu.ca/careerplanning
Financial Aid	Frances.cody@msvu.ca	457-6351	www.msvu.ca/financialaid
Counselling Services	Counselling@msvu.ca	457-6567	www/msvu.ca/counsellingservices
Fitness centre	Pat.macdonald@msvu.ca	457-6563	www.msvu.ca/fitnesscentre
Disability Services	Disability.services@msvu.ca	457-6567	www.msvu.ca/disabilityservices
Health Office	Linda.berringer@msvu.ca	457-6354	www.msvu.ca/healthservices

Mobility Programs

A unique opportunity to travel and learn – with financial support!

Contributed by Paula Barry,
International and Exchange Student Advisor



Did you know you could be paid to study in another country in Winter 2011?! The deadline for applications is September 17, 2010.

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

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 in the student's degree program at the Mount. Students who take part in the EU Mobility Program can receive an Certificate in International Sustainable Tourism Management.

Earn the first International Certificate in Sustainable Tourism and study for a semester in **Finland, Scotland, or Spain:**

<http://www.fairtourist.org/wiki/tiki-index.php>

Or participate in the North American program, Developing Environmentally Sensitive Hospitality Managers, and study in **Utah, Hawaii, or Mexico:**

<http://deshm.com/>

The application for these programs is available on our website:

<http://www.msvu.ca/site/media/msvu/2009%20Outgoing%20Exchange%20Application.pdf>

Please contact Paula Barry, International & Exchange Student Advisor paula.barry@msvu.ca 902-457-6130 if you would like to apply or if you have any questions about the programs. or visit the website at

<http://www.msvu.ca/avpinternational/indexa.asp#contact>.

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.

September 2010

8- Classes begin
9- Welcome BBQ for BBA and BTHM Transfer Students @ 4:30 PM (Place TBA)
10- Co-op PD Session I for new BBAs
12- Co-op Return to Campus sessions (all week)
14- CMA Booth in RBC Seton Link from 11:30-1:30
16- Employer's Campus Day CMA Presentation in ROS 105 @ 9:30 AM (Sign up at Career Planning, EVAR 414, careerplanning@msvu.ca , phone-457-6567)
17- Application Deadline for EU and NA Mobility Programs
Co-op PD Session II for new BBAs
Co-op Work Visas Due
21- CA Info Sessions for Graduating Accounting Students (Noon to 1:00 PM) (Topics: Updating resume, preparing for the interview, important deadlines for CA firms)
24- 20 th Anniversary Celebration for BTHM
Last day to secure Co-op position for F10
Co-op Final resumes and reference lists due
27- Co-op First Job Postings for BBA
Treasury Board of Canada Info Session for Foreign Officer & Internal Audit program @ 9:30 AM EVAR 414. (Sign up at Career Planning, EVAR 414, careerplanning@msvu.ca , phone-457-6567)

October 2010

4- Co-op 2nd job posting (all programs)
11- Thanksgiving (no classes)
12- Job postings (all programs)
13- Co-op interviews and direct offers begin
17- Co-op Return to Campus Session for BTHM students (all week)
1st Co-op PD Session for Summer 2011
18- Co-op Tourism Work Term Reports Due
Tourism condensed classes begin for Fall 2010
Co-op BBA Applications due for Summer 2010
19- Info Session for Dalhousie Corporate Residency MBA Program @ Noon, EVAR 111,
24- Co-op Resume One-on-One sessions (all week)
28- Business and Tourism Conference (Plan to Attend)! (Sign up at Career Planning, EVAR 414, careerplanning@msvu.ca , phone-457-6567)

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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

The Business and Tourism Newsletter is published by the Department of Business and Tourism at Mount Saint Vincent University. The primary purpose of the newsletter is to communicate items of interest and event information to students, faculty, and staff. The newsletter is provided both online and in hard copy, bimonthly from September through April. Information in the newsletter is created by faculty editors and contributors. Images are obtained from contributors and Microsoft Office. Inquiries about the newsletter’s form, or its content, should be addressed to Dr. Peter Mombourquette, Chair, Dept. of Business and Tourism, MSVU.

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