

Business & Tourism Newsletter

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Welcome back!

The time has come to resume your studies. We are thrilled that you have chosen to study at Mount Saint Vincent University. The Mount provides a highly personalized education, small class sizes, attentive and accessible faculty, and learning opportunities that are unique and special, and that are often only available to graduate students at larger universities.

The Mount has it all. Of course, if you are a returning student you already know all about it. But if you are new to the Mount you will find out how very hospitable this university is.

Welcome to the Mount, or welcome back.
Have a great year.

New Stuff this Year:

The Dept. of Business and Tourism has been busy this summer preparing:

- A new webpage for Business and Tourism (official launch Sept 16th)
- A new Facebook page – become a friend!
- More opportunities than ever before to learn from expert panels and to network for future job contacts.

Check it out!

The Business and Tourism Society...Are you involved?

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

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.

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, and so much more. It is impossible *not* to get involved as a business and tourism student at MSVU.

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!



Business and Tourism on Facebook

The Department of Business and Tourism has developed a Facebook account and we encourage all business and tourism students to be our "friend." Find out information about such things conferences, panels, job search tips and other services offered to Mount students.

The Business and Tourism Facebook account will:

- provide a new way to communicate between business and tourism students and the academic department
- let students know about upcoming events
- assist senior students with their job search following graduation

Just search for "Mount Busi Tourism" on Facebook.



Focus on Faculty

**DR. DONALD SHINER,
C.D., B.SC., MBA, PH.D.**

Dr. Don Shiner has been teaching marketing in the Mount's Dept. of Business and Tourism since 1984. He is currently a tenured Associate Professor of Marketing in the Dept. of Business and Tourism.

Don completed a Bachelor Science degree at Acadia University in 1969. He followed his undergraduate degree with an MBA from Dalhousie (1980) with a specialization in International Marketing, and a Ph.D. from the University of Bradford, England (1989), focusing on the marketing planning process.

Like many Mount faculty members, Dr. Shiner did not initially set out to have a career in academia. The university is a third career for Don who served as an Army officer for ten years after graduating from Acadia, receiving a Peacekeeping Medal (UNEFME) for his efforts. He was also awarded a Canadian Decoration (CD). An experienced public speaker, he has designed and delivered marketing seminars on a wide range of topics, and he has been a keynote speaker at local, regional, national and international meetings, and conventions.

He returned to study business at Dalhousie and worked in marketing for Bell Canada International in the position of Director, Marketing and Business Development. Returning to Nova Scotia in 1984, Don joined the Business faculty at the Mount and began his doctoral studies at the University of Bradford.

Dr. Shiner is the Principal Investigator for a very important and timely project. This \$1.2 million SSHRC – CURA funded five year grant runs until the end of 2010, and focuses on understanding how the aging Baby Boomer cohort makes decisions about major purchases such as housing.

The project has surveyed over 1,700 seniors and completed 15 targeted focus groups. Coming activities include the writing of 10 case studies of innovative examples of seniors housing from around the world and an analysis of current housing policy.

Since 1989 Dr. Shiner has also been a management consultant providing consulting advice in the areas of market strategy and market planning, as well as general business strategy. He spent many years in professional marketing consulting circles, working with organizations such as KPMG Consulting and Novus Consulting. His consulting expertise spans many sectors, including transportation, fish/ fish processing, not-for-profit, travel and tourism, manufacturing and fabrication, education, agribusiness and agrifood. He has also done extensive consulting for the federal, provincial, and municipal governments.

Dr. Shiner can be reached at (902) 457-5398, or via email at donald.shiner@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 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. We look forward to hearing from you.

What is Co-operative Education (Co-op)?

Co-op is an academic program that integrates your studies with paid, career-related work experience. As a co-op student you are a productive member of the employer's team of professionals. When you graduate with a co-op degree, you will have one full year of relevant work experience related to your chosen career.

Does co-op make a difference?

YES! A study conducted by the Maritime Provinces Higher Education Commission showed that 100% of the Mount's co-op grads were employed one year after graduation, and 90% were employed in their chosen field. Research has also shown that students with a co-op degree can earn more than 30% more in their lifetime than students in a non-co-op program. This differential is due to the fact that co-op students graduate with professional development skills and a full year of work experience. They usually rise faster up the corporate ladder, and their income grows more quickly as well. In addition to the success of our graduates, professors have said that co-op helps students to develop a more thorough understanding of the theory taught in the classrooms.

How and when do I apply to co-op?

Co-op is optional for Bachelor of Business Administration students. Typically, students who are interested in BBA Co-op apply in their second year of study; however, depending on the number of units completed, students may be able to apply for the Co-op Program in their third year. Applications for Winter 2010 admissions are due Wednesday, September 9th. Applications for Summer 2010 admissions are due Thursday, October 8th.

What types of positions are available?

Recent Bachelor of Business Administration position titles include:

- Accounting Clerk
- Marketing Assistant
- Customer Representative
- Special Events Coordinator
- Project Assistant
- Financial Services Student
- Administrative Assistant
- Administrative Assistant

How do the Co-op terms fit with my academic terms?

The typical sequence of co-op for BBA students starting in the summer term:

	Sept. - Dec.	Jan. - Apr.	May - Aug.
Year 1	Academic Term	Academic Term	Free
Year 2	Academic Term	Academic Term	Co-op 1
Year 3	Academic Term	Co-op 2	Academic Term
Year 4	Co-op 3	Academic Term	Academic Term

To find out more about the BBA Co-op program, contact:

Scott Daniels, Co-op Coordinator

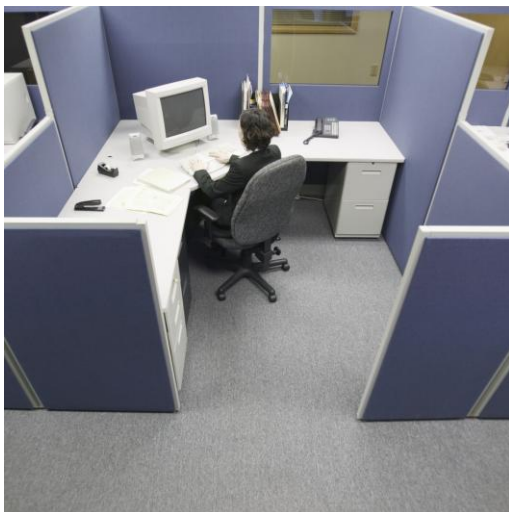
Seton Annex, Room 3

Tel: (902) 457-6375 • E-mail: scott.daniels@msvu.ca

Or visit the website: www.msvu.ca/co-op



Considering BBA Co-op?



Upcoming Events

BE SURE TO CHECK OUT THESE EVENTS.
They could help to shape your future!



CA Information Sessions:

KPMG for Halifax, Calgary, Toronto & New Brunswick offices: Tuesday, September 15th from 6:30-8:30 PM at Halifax Marriott Harbourfront. Business attire. RSVP to theperfectfit@kpmg.ca by 12:00 PM, September 14th.

Grant Thornton: Tuesday, September 15th from 10:30 AM to 12:00 PM, Private Dining Room, Loyola, SMU & Tuesday, September 15th from 2:30 PM to 4:30 PM, Room 3089 Kenneth Rowe Bldg., Dalhousie University. Web: www.GrantThornton.ca/careers/campustoday.

MSVU Special Session for CA Students: Wednesday, September 16th from 2:00-4:00 PM in Seton Annex #4. Topics: resume writing, interview tips, researching the employer and the applications process and deadlines. RSVP to Ann MacGillivray at ann.macgillivray@msvu.ca.

September 21st – 10:00 AM – 3:00 PM. Nova Scotia Student and Employer Forum. Conference Hall, 2nd Floor, Loyola Bldg., SMU. Student ID required for admission. MSVU students welcome. For information visit: www.smu.ca/administration/sec/NSSEF/welcome.html.

September 21st - 12:30 pm - Speaker Panel - Topic: "Why Entrepreneurship?" Seton Centre Room #345

September 28th 7 pm - Speaker Panel - Topic: "What we have learned from the economic crisis and what business needs to go forward" Seton Centre Room #404/405

September 29th - Annual Career Fair

September 28th - Career day on campus: Featuring 4 employers who will present employment opportunities to students in one hour time slots. These are employers who are looking to hire students. The following organizations will be featured in the Career Information Sessions:

10:30 AM: Halifax Regional Municipality
11:30 AM: Canada Revenue Agency
1:00 PM: J.D. Irving Ltd.
1:45 PM: TD Canada Trust
2:30 PM: Investors Group

October 19th 7 pm - Speaker Panel - Topic: Becoming a Successful Leader, Seton Centre Room #404/405

November 16th 12:30 pm - Speaker Panel - Topic: How to Succeed as an Entrepreneur, Seton Centre Room #345

For more information on any of these events, contact the Dept. of Business and Tourism at 457-6175, or email Miriam Gallant, Dept. Secretary at Miriam.gallant@msvu.ca. For more information on CA-related events, contact Prof. Ann MacGillivray at ann.macgillivray@msvu.ca.

New @
msvu.ca
Webmail
R U Checking?



As of last year, all of the Mount's student email communications were sent only to students' on-campus webmail addresses. Unfortunately, some students don't take the time to check their msvu.ca webmail. In the past, this may have resulted in missed communications concerning university events, closures and classes.

Failure to check webmail this year could result in the loss of important job opportunities. Beginning in the fall term business and tourism students will receive weekly emails about job postings, on and off-campus, full-time and part-time. After graduation the Mount will use webmail to keep graduates informed of full-time job opportunities.

Are you checking your webmail? If not, why not start? Or bounce your msvu.ca email to your favourite off-campus email account.

You don't know what you could be missing.

Introducing ACE/ESP: Entrepreneurial Skills at the Mount



Find out more about ESP/ACE.

Contacts:

Dr. Peter Mombourquette, Chair
Dept. of Business and Tourism
Coordinator: Entrepreneurial Skills Program,
MSVU

Email: peter.mombourquette@mvsu.ca
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Cassidy Quinton, President
Public Relations

Email: Cassidy@mountsife.ca
Phone: (902) 292-8757

Have you ever thought about owning your own business? About being your own boss? Do you think you have what it takes to make your business a success? If so, you're not alone. Thousands of students across Canada own their own business as they complete university, and many more choose entrepreneurship as a career opportunity.

The Mount is part of a unique network of universities across Canada to offer the Entrepreneurial Skills Program – or ESP. ESP was developed by the Centre for Entrepreneurship Education and Development (CEED). A key goal in creating ESP was to increase the number of university grads who want to be self-employed.

ESP allows students in all disciplines, including Arts and Science, to complete a series of business courses, and to participate in various events, all geared towards getting them ready to be top-notch entrepreneurs after graduation. Students who are studying the humanities (history, philosophy, religious studies, etc.), social sciences, physical sciences, education or any other discipline, can take the courses while also studying non-business fields. Students who are registered in business-related degrees may choose to study entrepreneurship along with their other course requirements.

No extra courses are required, as students may choose entrepreneurial courses within the structure of their degree programs. Upon completion of ESP, students receive a certificate in entrepreneurship. The program is currently offered at Mount Saint Vincent and Dalhousie Universities.

The Mount is also part of the Associate of Collegiate Entrepreneurs (ACE). ACE delivers two programs on over 50 university and college campuses across Canada, featuring over 1,700 student leaders and student entrepreneurs. ACE usually meets on Sunday afternoons.

ACE is the official operator of the Students in Free Enterprise (SIFE) program in Canada. SIFE is a global organization that is literally changing the world through highly dedicated student teams on more than 1,800 college and university campuses in over 40 countries.

ACE also offers the Student Entrepreneur program. Our “individual” based program provides a vital service to full-time university and college students, who also operate a business. Through programming and competition, ACE creates a platform for these young entrepreneurs to network with like-minded students, showcase their business on a regional and national stage to top executives and leading entrepreneurs, receive relevant training and leverage valuable mentorship opportunities to accelerate the growth of their business.

Both programs have the aspect of competition involved as SIFE teams and Student Entrepreneurs gather regionally and nationally each year to showcase the community focused projects and/or the entrepreneurial ventures they are operating while attending university or college full time. The SIFE National Champion is named the “Most Enterprising Campus in Canada”. They then move on to represent Canada at the global level of competition, the SIFE World Cup. The Student Entrepreneur National Champion is named the “Student Entrepreneur of the Year”, taking home the CIBC Cup and a \$10,000 cash prize. This individual then moves on to represent Canada at the Global Student Entrepreneur awards. The Mount competed regionally, and in Toronto, last year. This year the ACE team will be off to compete in Calgary.

Careers 101

Steps to a Successful Future for Business and Tourism Students

Contributed by *Christine Frigault, Career Planning Services*

Whether you are in first year, or your final year of study, no doubt you have had parents, friends, or relatives ask the question “So what are you going to do with your degree?” or “What are your plans after university?” This question can evoke feelings of stress if you are unclear what path to take, or are unsure of your choices. With a new academic year upon us, it is a good time to step back and take stock of how your current choices are affecting your future.

The following Steps are a guideline of recommended career related activities to pursue during your time at the Mount to help you be able to answer the above questions with confidence.

First Year:

- Get to know yourself: What are your interests and passions? What is important to you? What are you good at? A career counsellor can help you answer these questions. Visit Evaristus 218 to book an appointment.
- Attend career related workshops: Career Planning Services offers workshops on choosing a major, job searching, interview skills, and resume and cover letter preparation. Visit www.msvu.ca/studentevents to register.
- Get to know your profs: they know their field, can help you excel in their courses, and some may be able to eventually be a reference for you if you build a positive relationship with them throughout university.
- Get involved in campus life: join a society, club, or sports team – you will enjoy your experience at the Mount so much more! The Business & Tourism Society is your private access to a host of events designed with you in mind – meet new friends, attend industry events such as CEO and HR panels, network with industry executives at the MSVU Business & Tourism Annual Conference and Dinner, and become part of campus life where you will gain valuable skills such as teamwork and organization while you are having fun.
- Find a job: Gain valuable skills while working part-time. Career Planning Services is your link to employment opportunities for on-campus and off-campus full and part-time jobs and full-time Summer Employment. We also post Student Works positions in September and April. These are positions that are funded based on financial need and provide career related skills. Current job postings are available on our website at : www.msvu.ca/careerplanning
- Volunteer on campus: Volunteering allows you to learn skills that will be marketable when you are listing your accomplishments on a resume. It is also a way to participate in campus life and get to know students and faculty from different departments. Visit the Career Planning Services website: www.msvu.ca/careerplanning for volunteer postings that will help you build your skills and consider joining the Volunteer Society! Find out more and visit many organizations seeking volunteers at the Volunteer Fair, on Oct. 6 from 11:00 – 2:00 in the RBC Seton Link.
- Begin a Resume and Portfolio to document your achievements. Visit www.msvu.ca/careerplanning for tips on creating your own and drop by our Road Show for an on-the-spot resume critique!
- Attend the Halifax Career Fair: Practice networking skills while meeting potential future employers! First year is an ideal time to find out what employers are looking for so that you can plan to develop the skills necessary to find employment after graduation. Many employers at this fair also hire for co-op, summer and part-time positions. Mark September 29 on your calendar and visit www.halifaxcareerfairs.com for full details. Free bus service is provided from the front of Seton to and from the fair. Student ID is required for admission.
- Attend the MSVU/SMU Summer Job Fair: February 10, 2010, Saint Mary’s Campus. Meet employers who want to hire you for a great Summer Job! Watch for details this Fall.

Second Year:

- All of the previously recommended steps for first year.
- Volunteer on or off campus: Attend the Volunteer Fair on Oct. 6 to meet organizations seeking volunteers and learn about the on-campus Volunteer Society!
- Job Shadow: what better way to learn whether you will enjoy a particular career.
- Attend job fairs to get a feel for the types of positions employers offer. Halifax Career Fair and Summer Job Fair are not to be missed!

Third Year:

- All of the previously recommended steps for first and second year.
- Continue volunteering.
- Attend on-campus employer information sessions, including the Employer on Campus Day Sept. 28. Visit www.msvu.ca/careerplanning for full details.
- Attend job fairs.
- Set up information interviews with employers of interest.

Fourth Year

- All of the previously recommended steps for first, second and third year.
- Polish your resume and portfolio- book a critique.
- Attend all employer related events on campus that are relevant to you.
- Don’t miss the Halifax Career Fair (Sept. 29, 2009) and if you are an international student, the Hire International Skills Job Fair (Nov. 4, 2009).

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

Assisi for NSCC



If you or someone you know might like to join our campus community, please contact the Housing Office at 457-6356 or housing@msvu.ca.

You can also visit our webpage www.msvu.ca/residence

The Dept. of Business and Tourism is pleased to announce that Mount Saint Vincent University opened Assisi Hall residence to Nova Scotia Community College students for this academic year.

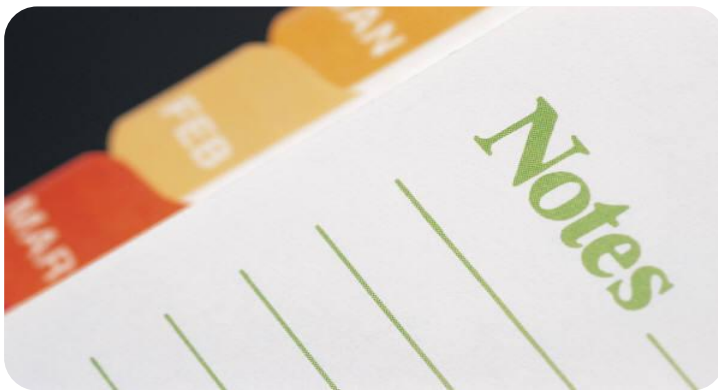
Assisi Hall is a co-ed, dorm-style building, and it is the Mount's first year, traditional residence.

"After careful evaluation of our anticipated vacancies, it made perfect sense to offer accommodations to NSCC students," says Lynn Cashen Basso, Housing Coordinator, Student Affairs. "This could be a great experience for the students, especially those participating in the Mount's joint articulation programs, as a precursor to coming to our University campus full-time at the end of their college program."

The Mount was the first university in the city to work with NSCC to generously transfer community college credits into university degree programs. We are pleased to announce a 2+2 articulation agreement for NSCC students to enter into BBA and BTHM degrees with 2-year NSCC diplomas in those areas of study. The Assisi resident life experience is icing on the cake for those NSCC grads that will complete their degrees in two years.

Rez life at the Mount is a great experience. It's the opportunity to meet new people, have fun, and gain independence.

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This is the first edition of the Mount's Business and Tourism Newsletter. Let us know what you would like to see included in the newsletter. Send your suggestions to Prof. Karen Blotnicky via email at:

Karen.blotnicky@msvu.ca

Be sure to include the word "Newsletter" in the subject line.

