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Record Number of Business & Tourism Students!

The Dept. of Business and Tourism is looking forward to an exciting new year. With close to 1,100 students the department now has the largest number of students at the Mount and it will continue to find new and exciting ways to deliver relevant and challenging courses. Faculty and staff will continue to provide many ways for students to connect with the business community. Be sure to take advantage of fun and informative opportunities this term.

- Business Week
- Social Enterprise for a Day (SE4D)
- Caritas Day
- New York City Study Tour
- Special Events at Career Services

Also, our tourism and hospitality students continued to do well and to be recognized by the industry. For more information, see the article on scholarship winners in this newsletter.

The Dept. of Business and Tourism wishes students, faculty, and staff all the best in 2014.



Students gather around an industry professional at the networking session.

The Annual Business & Tourism Conference was a great success. The conference is an annual event held every October. This was the 39th year that the conference has been held at the Mount.

The conference was SOLD OUT and Mount students and faculty welcomed their counterparts from NSCC. Guests also attended from Cobequid Education Centre in Truro, NS, where high school tourism students and their teacher seized the opportunity to connect with the Mount's program and industry professionals.

From the opening levity of Dave Carroll (singer with Sons of Maxwell and world famous for his Youtube rant, "United Breaks Guitars") through to the dinner and silent auction, the event was both informative and fun.

Students were able to attend human resource panels for their area of study to find out more about landing a career position. Those with entrepreneurial ambitions got to hear from the CEO panel: a tremendous learning opportunity to hear from very accomplished individuals in a variety of industries.

Students also heard about personal branding and how to market themselves in a highly competitive labour market. To say that a good time was had by all is an understatement. The event continued to build on past successes and delivered an excellent learning and networking opportunity for all.

Be sure to join us for the 40th conference to be held on **October 20, 2014**. Keep in touch as this event unfolds by connecting with the Business & Tourism Society on Facebook/MSVUBTSociety.

Learners & Leaders Igniting Success

The Mount's Annual Business & Tourism Conference

Sold-Out Conference Great Experience



Prof. Bill Murray with opening keynote: Dave Carroll



Presenter Tyler Hayden entertains and informs with his witty and highly effective motivational approach.

Business Week Connects Students with Career Professionals: March 3-7



The Tourism & Hospitality Management Panel – Business Week Winter 2013: Panelists Mary Dempster, (Chief Operating Officer of Ambassatours), Jeff Ransome (General Manager at Marriott International), Jeff Gray (Curator, Marketing and Communications at the Museum of Natural History), and Adam Bower (Assistant General Manager, Director of Sales and Marketing, The Halifax Club), describe their career progression and opportunities in the industry. Jeff Gray and Adam Bower are Mount BTHM grads.

The Dept. of Business and Tourism holds two business weeks each academic year: one in November and one in March. Winter Business Week 2014 panels will be held on campus from March 3 through 7. There are panels for tourism and hospitality, marketing, accounting and finance, management, and international careers. Each panel is worth one point for Learning Passport students.

The panels consist of experts in the field, executive level managers, and human resource specialists. These experts can tell you everything you would want to know about a career in the field. Is the field growing or shrinking? What are the working conditions, pay and benefits? Is there room for growth? Are there international opportunities? And the key question: what does it take to get a job in the field?

Panelists enjoy engaging with students and invite open discussion. It is a great opportunity to find out exactly what one needs to get ahead in their chosen field. It is also a great way for students to find out whether or not a particular industry is a good fit.

Business Week panels from previous years are recorded and archived on the Mount website. Just visit the Business Admin or Tourism and Hospitality websites at msvu.ca and click on Expert Panels to review.

Expert Panels

- ▲ Up one level
- ▶ Applied Human Nutrition
- ▶ **Business Administration**
 - Program Description
 - Admission
 - Learning Passport
 - Co-operative Education
 - Careers in Business Administration
 - Career Planning Resources
 - Courses
 - Expert Panels**
 - Paths to Success
 - Faculty & Staff Profiles
 - News & Events
 - B&T Newsletters
 - BUSI 1112 Video Project
 - Contact Us
- ▶ Child and Youth Study
- ▶ Family Studies & Gerontology

Leadership Panel, 2013 Business and Tourism



What are some of the skills and attributes you are looking for in future leaders? Featuring Human Resources at MSVU, Jeff M... at Credit Union Atlantic and Profes... Alliant, Human Resources.

[View more of our Leadership Panel](#)

Mike Hayes "Marketing Guy", 2013 Business Leaders Conference



Hear from Marketing Professional Mike Hayes, Managing Director for DNA Technology. With a wide range of international years in the marketing field, he has public and proudly registered his name. Good marketing is the key to leverage success.

<http://www.progressmedia.ca/2011F2FMH>

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BTHM Scholarship and Award Winners

Source: Mount flickr Photostream.

The Mount's Business & Tourism students continued to make their mark by excelling in the field. Here are some of their achievements.

Smart Serve Scholarships

The first-ever Smart Serve Scholarships were awarded to BTHM students Emily Price and Qu Chen. The Smart Serve scholarships were presented at Brooklyn Warehouse where tourism faculty treated Emily and Qu to a scrumptious lunch. Brooklyn Warehouse is a unique Halifax eatery whose owners/managers participated in the Tourism and Hospitality Panel during Business Week Fall 2013.

The Canadian Hospitality Foundation (CHF)

The Canadian Hospitality Foundation offers generous scholarships to Mount BTHM students. Bria Amyot received the CHF Hospitality, Hotel, Tourism Management Scholarship, sponsored by Fairmont Hotels & Resorts, and Haley Myatt, received the CHF University Entrance Scholarship for 2+2 students sponsored by Tim Hortons Inc.

Pacrim Hospitality Services Inc.

The Pacrim Award of Excellence is awarded each year to the BTHM graduate with the highest GPA . Winners for 2013 included Mehrnaz Fazili for the spring convocation and Melanie Lowe for the fall convocation.

Pacrim Hospitality also donates a travel bursary (the Pacrim Travel Award) that is designed to provide funding for students who are doing their co-operative education work term outside of the province. This year Autumn Fiske and Shuyang (Albert) Li shared the award.

Pacrim also sponsors the Pacrim Leadership Award. This award is given to a BTHM student who has demonstrated outstanding leadership qualities in her/his life as an MSVU student with the potential to contribute to the profession in the future. The application deadline for this award is March 15.

SKAL

SKAL Scholarship: Hoping to award this at the SKAL dinner hosted by our students in March.

Walter H. Johnson Jr. Scholarship

The Nova Scotia Tourism Human Resource Council awards the Walter H. Johnson Jr. Scholarship to high school students who are interested in studying tourism. This year the award was given to Autumn Sheppard.

The Dept. of Business and Tourism extends congratulations to all award winners.

See the Mount website for more information about scholarships and awards.

Student Focus: Taylor (Yu) Wang, BTHM

Contributed by Taylor Wang



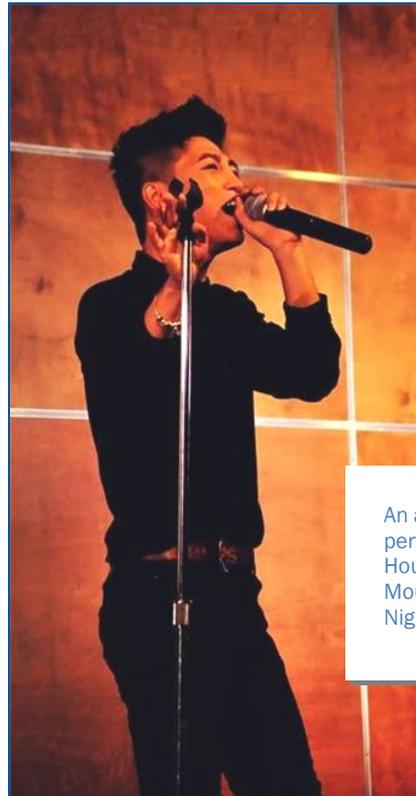
This is my fifth year in Canada. Before I came here, I did all my schooling in Linfen, a small town in China. For the first eight months, I went to a language school like most international students. It took me quite awhile to adjust to my life here in Canada. I still remember that my language skills were very poor. When I was trying to buy a bottle of shampoo I could not tell the difference between shampoo and conditioner!

After I graduated from my language school I went to Dalhousie University for a business degree. However, it did not take me long to figure out that I really did not enjoy studying business. That was when I heard about The Mount from my best friend. She told me all about the Tourism and Hospitality Management degree. When I heard about the co-op program and small classes at the Mount I knew it will be a good fit for me.

I am planning to graduate this spring. Being a senior student at the Mount I have learned so much from both my classes and the real world. I enjoyed many courses in the Tourism and Hospitality Management program. I have also had many memorable moments over the years. One of my professors even taught me how to open a bottle of champagne with a sword during the wine tasting event in our beverage management class!

One of the most important parts of my studies at the Mount is my Co-op experience. As a Chinese student, I am like a lot of my Chinese friends. We have never worked before our co-op term. I did all three of my co-op terms at the Delta Barrington hotel. I started as a room attendant. The job was very physically demanding. It took quite awhile to get used to the idea of working. However, I did learn a lot about daily hotel operations. I continued to work there part-time after my first co-op was over.

On my second year of co-op I learned a lot about our hotel and I was more confident in my English. I applied for a position as a front desk agent. I got that position based on my performance from my last job and my knowledge about the hotel.



An aspiring singer, Taylor performs a Whitney Houston tune at the Mount's Multicultural Night.

It was really hard for me in the beginning. I was afraid that my language was not good enough. I worked harder than ever on my language skills. At the same time, I was very grateful to my co-workers. Whenever I had a question they were always there to help.

For my last co-op term, I considered applying to either a housekeeping supervising position, or returning to the front office. I met with my supervisors and managers to seek their advice. After talking to them I kept the front desk position, since I wanted to develop my career path in the front office. I also set some work term goals. I asked my supervisors to teach me their daily tasks when they were not busy. I also asked our sales office if I could do some job shadowing there on my own time. I set up a personal goal for the up-selling program at the front office. By the end my last co-op I had learned some supervisory tasks. I got great advice from managers while I job shadowed in the sales office. I ended up setting a record for the highest all-time sales in a month at Delta Barrington.

This will be my last year at the Mount. I am considering going further with my studies. I hope to get a Masters degree in the next two years. I am so grateful for what the Mount has taught me. I have made many friends, participated in many interesting events, and have become more independent. If I were to give other students advice, I would have only one suggestion: do not be too shy to ask for help. Our school has wonderful societies and very helpful faculty. Whenever I had a question or a problem, I knew that I could turn to them and ask for help. I am sure my experiences at the Mount will be beneficial for my future education. And more importantly, those wonderful experiences will stay with me for a lifetime.

Wine Tour Great Learning Experience

For the second year in a row Mount business and tourism students had the opportunity to tour three wonderful Nova Scotia vineyards: Grand Pré, Lockett's, and Gaspereau. All three are wonderful examples of Nova Scotian ingenuity, entrepreneurship, and craftsmanship.

Nova Scotia is becoming known for its wines. This is an incredible achievement on a global scale. Much of this success can be attributed to the creativity of today's vineyard owners and the uniqueness of their operations.

The wine tour gives students the opportunity to learn about Nova Scotia's place in the wine industry and how it has become successful despite some very challenging climactic and business realities. Students also have the chance to learn about the fine art of wine tasting and what distinguishes Nova Scotia's wines from others.

In addition to learning about the art and science of being a vintner, students are treated to a fabulous day outdoors, entertaining hosts, and a delicious lunch featuring locally grown organic food.

Those on the wine tour have the opportunity to purchase products that go far beyond wine, including delicious cheeses, deli meats, dairy, syrups, and juices.

Ambassatours delivers a great coach tour with a talented and entertaining tour guide, wonderful scenery, and a great opportunity to have fun with fellow students, faculty, and staff.

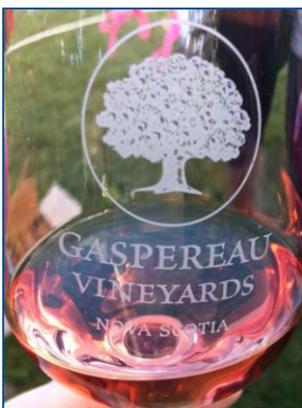
The next wine tour will be held in October 2014. Tickets sell out early, so be sure to keep on top of things on Facebook: [facebook.com/MSVUBTSociety](https://www.facebook.com/MSVUBTSociety)



Business & Tourism Society members touring the vineyard at Lockett's before enjoying a delectable lunch.



First stop: Grand Pré Vineyard.



Taste-testing rosé wine at Gaspereau Vineyard.

Two of the world's best tour guides: Ambassatour's Shawn Buchland (in the kilt) and vineyard owner Pete Lockett.



Summer Job Searching: Where do I Start?? (And YES! Start NOW!)

Contributed by Career Services



Christine Frigault, Coordinator
Career Planning Services

Most employers start the interviewing process for summer jobs early in the year, so it is important to be prepared. Here are a few tips to get ready for the job fairs, a key component of every Mount student's summer job search.

Review Your Resume and Cover Letter

This is the first step to any job search process. Your resume will be the first impression that potential employers have of you, so it needs to look professional and showcase your experience. Cover letters should be carefully reviewed and keywords from the job advertisement should be added. Explain why you are best suited for the position by backing your facts up with specific examples. Paid, volunteer, and practicum work can all be used to show experience you've gained. Career Assistants are here to help – book an appointment with Career Planning Services for a 30 minute one-on-one resume review and receive personalized advice and support creating a focused and meaningful resume and cover letter for whatever type of work you are pursuing.

Discover your Options

Looking through online job search engines is a good place to start, but never underestimate the importance of your own networks. Many local jobs aren't advertised, so the best way to find out about them is to simply keep your ears open. Ask your family and friends if they know of anyone who is looking to hire a student.

Remember: Summer Jobs Matter!

Many students see summer jobs as a way to earn money for school and completely disregard their field of interest: this shouldn't happen! Employers hiring university grads are looking for a combination of education and relevant work experience. Summer jobs are a great way to gain new skills in your field while earning money for tuition.

Attend Job Fairs

On February 4th a Summer Job Fair was held: a joint initiative between Saint Mary's University and the Mount, connecting employers who are currently hiring with students seeking summer employment. It is important to look for such opportunities throughout the year. To find out about job fairs and other opportunities, contact Career Planning Services.

Career Planning Services
Evaristus Hall Room 218
(902) 457-6567

Study Tour Brings Students to NYC for Charity Work

A group of fortunate and engaged students will have the chance to do charity work in New York City during February 16 through 22. THMT 3380 -Study Tour is a half-unit course that allows students to plan a study tour. Students and faculty actually go on the study tour as part of the course requirements.

For the last four years students have created study tours with a focus on volunteering for charities and worthwhile causes. These causes have included Habitat for Humanity, soup kitchens, and helping the homeless. These opportunities can be life-changing learning experiences for students.

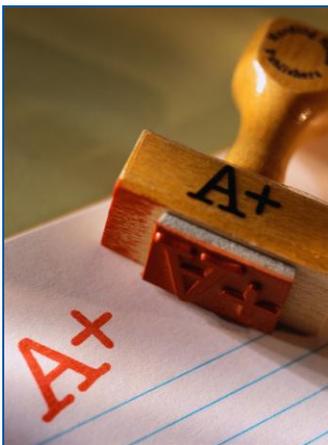
This year 15 lucky students will go to New York City where they will volunteer with the Sisters of Charity in the soup kitchen and distribute food to homeless people in Central Park. In addition to doing charitable work, the students will visit Times Square and see a Broadway show.

The study tour course runs every winter term. To learn more about the 2015 Study Tour, contact the Dept. of Business and Tourism.



Mount Study Tour 2013: Building houses for Habitat for Humanity in Orlando, FL

Right Start Helps Struggling Students Achieve Academic Success



Student academic success is a priority at the Mount. The university is offering a new program called Right Start, which provides students with the opportunity to receive academic assistance and support early in the term.

If a professor feels that a student might benefit from such support, he/she may refer the student to the Right Start Program. Faculty evaluate a number of criteria such as class participation, attendance, completion of assignments, grades, and quality of written and oral work, to determine if a student might benefit from the program.

After being referred, a student is contacted by an Academic Advisor in the Right Start Program to begin the process. This “early alert” program provides assistance to students who want extra help.

Right Start Program was officially launched in Fall 2013 resulting in a number of referrals from the Dept. of Business and Tourism. While the program was created primarily for first year students, faculty have referred students across all years of study.

To learn more about the Right Start Program, talk to a faculty member or an academic advisor.

Caritas Day: A Time to Give Back



Caritas Day Food Drive 2014
Source: Dr. Peter Mombourquette



Mount Saint Vincent College fire (Jan. 31, 1951)
Source: Special Collections. MSVU Archives.

Caritas Day was held on a snowy winter morning on January 29th. Business & Tourism faculty and students came out to volunteer in spite of the weather. Their dedication to those in need signifies the Mount's commitment to helping others.

There are no classes on Caritas Day so that students have a chance to give back to the community. This all stems from a huge fire that destroyed the campus on January 31, 1951. A single building housed classrooms, administrative offices, university services, and residence. The building was lost, but no one was harmed.

The community rallied around the Mount, providing classroom space, offices, and dormitories. To show its gratitude, Mount Saint Vincent University set aside Caritas Day as a time for all members of the Mount family to give back to the community.

To celebrate Caritas Day the Dept. of Business and Tourism holds a food drive in residential areas surrounding the campus. The food drive is used to stock the campus food bank for student use. It also assists the Sisters of Charity, the founders of the Mount, in preparing and packaging food for the homeless. Students have the choice of helping the Sisters of Charity in Caritas Residence, or going door-to-door with faculty members to collect food for the food bank. Breakfast and lunch were provided in Vinnie's for all volunteers.

Caritas Day 2014 will be remembered as a time when Mount faculty and students took a miserable day and turned it into a worthwhile and inspirational experience.

Upcoming Events

(Most events are Learning Passport eligible. See Moodle site for points and exclusions.)

Date	Event	Time & Place
February		
3 (Monday)	Drop-in Career and Academic Planning	Rosaria Terrace: 3 PM-4 PM
4 (Tuesday)	MSVU/SMU Summer Job Fair Exhibitors online at www.msuc.ca/sjf	SMU Campus: 11 AM-4 PM (Free bus service)
7 (Friday)	Interview Preparation	Seton Auditorium B: 11 AM
11 (Tuesday)	CPS Road Show	Rosaria Terrace: 12 PM-1 PM
12 (Wednesday)	Using Social Media to Fast-Track your Job Search <u>Preregistration required</u>	Seton 315: 2 PM
12 (Wednesday)	Vincent's Restaurant-Rosaria Dinner	Reservations 4:30 AM - 7:00 PM 457-6516 vincents@msvu.ca
14 (Friday) Valentine's Day	Vincent's Restaurant - Rosaria Lunch	Reservations 11:30 AM - 2:00 PM 457-6516 vincents@msvu.ca
26 (Wednesday)	Drop-In Centre and Academic Planning	RBC Seton Link: 1:30 PM-2:30 PM
27 (Thursday)	Get Hired! (Find a Job BEFORE you Graduate!)	Seton Auditorium B: 2 PM
March		
3 (Monday) Business Week	Accounting & Finance Panel	Auditorium B: 3 PM-4:15 PM
4 (Tuesday)	Marketing Panel International Careers Panel CPRS Road Show	Auditorium D: 10:30 AM-11:45 AM Auditorium A: 1:30 PM-2:45 PM RBC Seton Link: 2 PM-3 PM
5 (Wednesday) & 12 (Wednesday)	The Right Skills for Today's Job Market <u>Part One (required) & Part Two</u>	Seton 308: 1 PM
5 (Wednesday)	Vincent's Restaurant - Rosaria Dinner	Reservations 4:30 AM - 7:00 PM 457-6516 vincents@msvu.ca
6 (Thursday) Business Week Panels	Management Panel Tourism & Hospitality Management Panel	Auditorium B: 3 PM-4:15 PM Auditorium B: 10:30 AM-11:45 AM
7 (Friday)	Vincent's Restaurant - Rosaria Lunch	Reservations 11:30 AM - 2:00 PM 457-6516 vincents@msvu.ca
9 (Sunday) Business Week Panel (Distance Students Only)	Sustainable Leadership	Seton Annex #4: 8 PM (Start)
14 (Wednesday)	Interview Preparation	Seton 308: 11 AM
17 (Monday)	Drop-In Centre and Academic Planning	Rosaria Terrace: 1:30 PM-2:30 PM
19 (Wednesday)	Winning Resumes	Seton 308: 11 AM
21 (Friday)	Vincent's Restaurant - Rosaria Lunch	Reservations 11:30 AM - 2:00 PM 457-6516 vincents@msvu.ca
25 (Tuesday)	Choosing a Major	Seton Auditorium B: 1 PM
26 (Wednesday)	CPS Road Show	Rosaria Terrace: 1 PM-2 PM
28 (Friday)	Get Hired! (Find a Job BEFORE you Graduate!)	Seton 308: 11 AM