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Chair's Winter Welcome

Dr. Peter Mombourquette

A New Year marks the beginning of a new semester. A new semester brings new students, new courses, and new goals.

The Department of Business & Tourism welcomes the New Year and all of our students. At the Mount, we are determined to see student's reach their goals. Whether it is through advising, one-on-one help, or support, the Business & Tourism Department wants to help students achieve excellence.

The department is excited to host a number of upcoming student focused events for winter 2018 including, Social Enterprise for a Day (SE4D), Caritas Day, and of course the Learning Passport program.

My advice for students and faculty this semester is get involved and try something new. This is the perfect opportunity to join a society, volunteer, or simply attend on campus events. You never know what opportunities are awaiting.

I wish you a safe, healthy, and successful winter term.

Good luck!

Mount Saint Vincent University

BUSINESS & TOURISM Society

We hope everyone enjoyed the holiday break! Now it's time to get back to business. The BTS is excited to begin another fun filled semester.

Meet the Business and Tourism Society (BTS)

- President: Ricardo Gorski
- VP Admin: Jon Geneau
- VP Marketing & Communications: Alexandra French
- VP Internal: Beth Connell
- VP External: Abbie Hodder
- VP Finance: Kathleen McDade
- VP management: Ari Minors

A look back: Fall 2017 re-cap

The BTS had a busy fall semester! The society hosted the annual BTS pizza social, played an active role in the Learners & Leaders Conference, held bake sales, and attended Halifax Chamber of Commerce events.



BTS on the 2017 Sustainable Business Tour



BTS at the 2017 Pizza Social

What's next! Upcoming BTS events:

(Dates to be announced)

- Meet the BTS at the Society Fair
- Chewstick, hosted by the Business and Tourism Society is an evening for students to show off their passion. Whether you're a poet, a musician, or mathematician it's your chance to show what you've got.
- Clothing Drive

Want to get involved? Join our team!

If you're interested in joining, please email btsociety@msvu.ca. For more information please visit the BTS social media pages.



/MSVUBTSociety



@msvubtsociety



@MSVUBTSoci



btsociety@msvu.ca

Learning Passport: Do's & Don'ts

Do: Earn Points

By attending eligible events students can earn bonus points in their business and tourism courses:

Two activities = One bonus point

Three activities = Two bonus points

Four activities = Three bonus points

Don't: Falsify information

If information is falsified on your Learning Passport, you will no longer be allowed to participate in the Learning Passport program.

Do: Request a certificate

LP certificates can be issued and used in portfolios.

Don't: Miss class

Students are not permitted to skip their classes to participate in Learning Passport activities.

Do: Hand your Learning Passport in on time

The deadline to submit your Winter 2018 Learning Passport is March 26, 2018 by 4:30 p.m.



Local Entrepreneur & Cultural Tourism Tour:
Pier 21, Fall 2017

Do: Sign-up

You may submit forms to Miriam Gallant or Colleen Blacker in McCain 405.

Distance students can download and submit forms under the Forms & Form Submissions section of the LP Moodle site.

Students should check with professors to ensure that courses are eligible and to find out about any additional requirements.

Don't: Be late

Students must show up on time for Learning Passport events. Tardy students will not be allowed to participate.

Do: Participate

Campus and distance students enrolled in business and tourism courses at Mount Saint Vincent University can participate the Learning Passport program.

The Winter Learning Passport program starts January 11, 2018 and concludes March 26, 2018.

Do: Have fun!

The Learning Passport program is a program designed to provide students with unique networking and learning opportunities.

Do: Check Moodle

Learning Passport Moodle site
<http://msvu.ca/learningpassport>



Upcoming Learning Passport events

Mock Interview

January 26, 2018: The Department of Business & Tourism in collaboration with Career Services is holding a Mock Interview. The Mock Interview will take place on Friday January 26, 2018 from 1 p.m. to 3 p.m. To participate in the Mock Interview students must attend a Career Services Resume Workshop being held on January 19, 2017 from 1 p.m. to 2 p.m. in Seton 529. This is to ensure student resumes are ready to be sent in advance to the Human Resources industry professionals participating.

THE LEARNING PASSPORT
Learn and Earn!
Start Date: January 11, 2018
Deadline to Submit: March 26, 2018

NAME: _____
EMAIL: _____
STUDENT #: _____
PROGRAM: _____

Department of Business Administration and
Tourism and Hospitality Management

Caritas Day

January 31, 2018: In 1951 MSVU's only building burned down. Following the misfortune, Halifax citizens showed tremendous support by opening up their homes to students and allowing them to complete their studies. In gratitude of the residents of Halifax, the Sisters of Charity established Caritas Day. Caritas Day symbolizes community service at Mount Saint Vincent University.

This year students will assist operations at Feed Nova Scotia, Sisters of Charity, and Hope for Wildlife. Students can pre-register for Caritas Day with Miriam Gallant in McCain 405. Join us this Caritas Day to give back to our community and reflect on the Mounts history.

Social Enterprise for a Day

February 1-2, 2018: A Social Enterprise is an organization that uses profitable strategies to improve human and environmental welfare. CUA Social Enterprise for a Day is a collaborative, two day event with the objective of generating positive change in our community.

On the first day of SE4D, students learn about social enterprise from professionals and speakers. On the second day, students, organizers and coaches embark on the streets of Halifax to sell their own social enterprise business idea. Students return to The Mount and share their success. All proceeds raised as a result of student designed social enterprises will be donated to a local Halifax charity.

Summer Fair

February 7, 2018: MSVU/SMU Summer Fair is taking place Wednesday, February 7, 2018 from 11 a.m. to 3 p.m. in Loyola Conference Hall at SMU. Attendees will meet with representatives from organizations to learn about available summer jobs, cooperative opportunities, and how to apply.

Visit the website for more details: www.msvu.ca/jobfair

Professional Dining Etiquette

March 7, 2018: The Professional Dining Etiquette Brunch will be held March 7, from 11:00 – 12:30pm. Pre-registration is required for this event: for tickets contact careerassistant@msvu.ca by Wednesday February 28. The outcome of this event is to learn the appropriate dining etiquette that should be used in professional situations such as dinner meetings/interviews; as well as meet and network with alumnae guests. This event is present by Career Services and Alumnae Relations, University Advancement.

Business and Tourism Winter 2018 Career Week

The Department of Business and Tourism will host the annual winter career week March 5 to March 8 this year. During career week industry professionals will speak and provide professional advice to students.

Find your career inspiration from industry experts at Career Week!

Work and Careers in the Non-Profit Sector:

Monday, March 5 from 9 a.m. to 10:15 a.m.

Seton Auditorium C

Management

Monday, March 5 from 12 p.m. to 1:15 p.m.

Seton Auditorium C

Marketing:

Tuesday, March 6 from 10:30 a.m. to 11:45 a.m.

Seton Auditorium C

Tourism and Hospitality Management:

Tuesday, March 6 from 1:30 p.m. to 2:45 p.m.

Seton Auditorium C



Career Panel Fall 2017 attendees



Tourism & Hospitality Management Panel Fall 2017

Accounting & Finance

Wednesday, March 7 from 9:00 a.m. to 10:15 a.m.

Seton Auditorium C

Strategic Human Resource Management:

Wednesday, March 7 from 3 p.m. to 4:15 p.m.

Seton Auditorium C

International Business:

Thursday, March 8 from 10:30 a.m. to 11:45 p.m.

Seton Auditorium C

Entrepreneurship:

Thursday, March 8 from 1:30 p.m. to 2:45 p.m.

Seton Auditorium C

New! Students may attend a maximum of two Business & Tourism Career Week Learning Passport activities for bonus points.

Halifax Chamber of Commerce

Students in the Business & Tourism program at the Mount are members of the Halifax Chamber of Commerce. Through this membership students can attend chamber events and receive benefits such as:

- Discounts from Benefit Providers
- Connections in the business community and access to the Member Directory
- M2M Marketplace discounts
- Halifax Chamber of Commerce e-newsletter

Attending Chamber events is also a part of the Learning Passport program.

The Chamber's Annual Fall Dinner provided an excellent opportunity to connect with business leaders, learn of the growing innovation in Halifax, and experience the value of the Mount's partnership with the Halifax Chamber of Commerce.

– Abigail Hodder, MSVU student



Annual Fall Dinner 2017
Credit: Hannah Grace Photography



Grow Halifax Fall 2017

About

The Halifax Chamber of Commerce is a best-practice and business advocacy organization, recognized as the first Chamber in North America, and is certified to ISO 9001:2015.

The Chamber focuses on creating positive business environments, growing the workforce, and accelerating the success of Chamber members through providing networking events, benefit programs, advocacy to governments, education, and information.

Approximately 1,600 businesses and over 65,000 employees are members of the Chamber.

**HALIFAX
CHAMBER OF
COMMERCE**

Learn more about the Halifax Chamber of Commerce by visiting:
<http://halifaxchamber.com/>

New Program: Non-profit Leadership

The Department of Business & Tourism is always trying to evolve with industry trends and provide students with a world-class education.

The non-profit industry is substantial across the globe and many MSVU students are active within these organizations through employment, volunteering, or Co-Op.

Meeting the needs and interest of Mount students, the Department of Business & Tourism will offer the Non-profit Leadership program in September 2018. Students will be able to major, concentrate, minor, or receive a certificate in Non-profit Leadership.

If you're interested in learning more about the program, book an advising appointment with Dr. Scott MacMillan.



Tourism Education Alliance of the Maritimes (TEAM)

The Tourism Education Alliance of the Maritimes (TEAM) was established in 2014 with the mandate to invest in Tourism and Hospitality professionals in the Atlantic Canadian region. TEAM is a collaborative initiative to address the labor shortage and support local tourism education programs.

Over the past few years, TEAM has worked closely with MSVU in support of the Tourism & Hospitality Management program. Funds raised for the Mount are used for program enhancements, improving program resources, and supporting students to attend annual volunteer and educational tours.

The Department of Business & Tourism is grateful for TEAM's contributions and were delighted to receive a donation of \$54,000 from the 2017 event. The grand total raised since 2015 is \$110,000!

"We are thrilled and overwhelmed by the generosity of TEAM. The donation will help us continue to provide our students with remarkable opportunities in and outside the classroom." – Dr. Peter Mombourquette, Chair.

This year's TEAM event will take place on March 28, 2018. The theme is "Rock n' Roll".



TEAM Event Winter 2017



TEAM Event Winter 2017

New York City Study Tour

In the Fall 2017 semester a group of 10 students and three faculty spent five days in New York City as a part of their volunteer tourism course.

While in New York students gained insight into two organizations that significantly impact NYC. They also experienced the city as tourists.

One of the remarkable organizations students had the pleasure of spending time with was St. John's Bread & Life (SJBL). SJBL works to relieve hunger and poverty in Brooklyn and Queens area. Serving nearly 3,000 meals per day to those in need. Aside from providing meals, SJBL and their partners supply medical care, legal counseling, nutrition education, and other humane services to anyone who comes through the door. Students spent two mornings with SJBL team lending a hand where needed. Some students assisted in preparing meals in the kitchen, filling orders in the pantry, serving food, and unloading trucks.

The second organization that kindly hosted students was the Central Park Conservancy. The Conservancy, in alliance with partners, restores, manages, and enhances Central Park. The organization fulfills duties such as seeding, fertilizing, planting, cleaning, building and maintaining infrastructure, and environmental protection. With the Central Park Conservancy students were able to successfully rake 60 bags of leaves that had fallen from trees, which can pose risks to environment health.

In addition to the volunteer work, students attended a Broadway play, participated in group activities, and explored the city.



Students in Time Square, New York



Students sight-seeing



THMT 3380 outside the Rockefeller Centre

Student Spotlight: Cassie Pilon

Cassie Pilon is a transfer student in her final year of the Bachelor of Public Relations program. Last fall Cassie completed her third Co-Op as the Special Projects Coordinator for the Department of Business & Tourism at Mount Saint Vincent University.

Growing up in St. John's, Newfoundland and 15 minutes from the most easterly point in Canada (Cape Spear) is something Cassie is proud of. "The East Coast is a special place where people take the time to enjoy life and get to know others around them." The Mount encompasses that East Coast way of life. It's a small university that mimics the framework of a small town. You know your classmates, professors, and catch on to campus life within your first few weeks here. Not to mention, everyone is always willing to lend a helping hand.

Previous to coming to the Mount, Cassie had never heard of PR or MSVU. Cassie was working as an Assistant for an Event Planner and attending Memorial University when a co-worker suggested she apply for the PR program at the Mount. After some research and consideration, she applied in July, moved to Halifax, started at the Mount in September 2015 and has never looked back.

Cassie explains that one of the most fulfilling experiences has been the Co-operative Education program. "Co-op helps you recognize your professional skills, career choices and often you realize 'Oh this is why we talked about this in class.' You also come back to school with a greater understanding of your program."

Cassie has happily completed three successful cooperative terms with Eastern Health, Environmental Damages Fund – Environment Canada, and the MSVU Department of Business & Tourism.

During her work term with the Department of Business & Tourism, Cassie hit the ground running. Some of her many tasks included planning the Learners & Leaders Conference, attending Chamber of Commerce events, moderating Career Week panels, partaking in and coordinating Learning Passport activities, and participating in the New York City Study Tour.

Her involvement in and promotion of the Learning Passport made her no stranger to students. "I think by December they were sick of my e-mails." Cassie jokes.



Cassie Pilon

Aside from her work, Cassie also built relationships with the brilliant faculty, leaving her Co-Op with quite a few mentors.

"They genuinely care about their students but I think that is obvious from the number of student events they host," Cassie comments "The Learning Passport program takes a lot of hard work and the faculty spend months planning the events and activities."

According to Dr. Sandi Findlay-Thompson, "Cassie Pilon has been an incredible and delightful addition to the Department. Upon Cassie's arrival in late August, one of her many assignments was to organize the annual Learners and Leaders conference, the mandate of which is to bring together students and industry for a remarkable day and evening of networking and learning. As the lead faculty member involved with the conference, I worked closely with Cassie but it seemed every time I asked her to do something her reply was 'already done.' Her initiative, intelligence, positive attitude, and keen sense of humor are second to none. As a result, we had an incredibly successful conference and that is attributed directly to Cassie's efforts and willingness to go well beyond the call of duty, often working late nights and through lunch to get things done. In short, Cassie is an amazing young woman, and I will be very disappointed to see her leave us in December as she moves on to her final semester of studies."

In agreement with Dr. Findlay-Thompson, Cassie is sad to leave the department. "It's bittersweet to be entering my last semester, I will most definitely miss everyone in the Department." Her parting advice to students is, "Get to know the faculty and attend the events! Everyone is awesome and the opportunities are infinite."

Faculty Focus

Rhonda Burse MBA, CPA, CMA

Assistant Professor | Business and Tourism Department

“I have a strong commitment to the school, it’s my alma-mater.”

Rhonda Burse sits at her desk, finishing an email and she tells me about the thousand-and-ten things she has to do before tomorrow morning – talking at a mile a minute.

To sum up Rhonda in one word, enthusiastic would be it. Her enthusiasm is expressed in her teaching, demeanor and expression. One might say it is impossible to be cranky around her, as she greets you with a grin and lets out her boisterous laugh in conversation.

Rhonda is from Labrador City, Newfoundland and Labrador. She arrived in Halifax in 1989 to attend the Mount, completing two years in science before she switched to the business program. After graduating in 1994, Rhonda worked for Imperial Oil for nine years. She then flipped roles, joining her husband as an agent for Imperial Oil while running a sign and graphic business.

She started her CMA in 2011, finishing in 2013 and began teaching. Between 2015 and 2017 Rhonda completed her MBA at SMU. Currently, Rhonda teaches at MSVU, facilitates in the Atlantic School of Business, and sits as the Treasurer for the MSVU Alumnae Association.

Attending and then teaching at the Mount, you could say Rhonda knows a thing or two about the university. “The welcome feeling and the warm environment is unique to the Mount. I say this from experience,” Rhonda explains, “I have a strong commitment to the school, it’s my alma-mater.” Rhonda says with a laugh.

Between teaching classes and overseeing her own businesses, Rhonda is looking forward to starting research on pensions in collaboration with other MSVU professors and pursuing her PhD. On top of it all Rhonda is heavily involved in Business & Tourism events and programs.



Rhonda Burse

Rhonda sees the value in using real life examples in her course material. “I’ve seen a lot and I like to prepare students by letting them know that the unexpected happens.” She explains. “For example, when we talk about collections I can share insights into how to handle challenging clients, because I’ve lived through it!” She exclaims.

Abbie Hodder, a student at MSVU explains “Within the classroom, Rhonda applies her experiences and knowledge to make accounting practical and relatable. In taking the time to know her students Rhonda shares an interest in her student’s success both in their academic and professional careers.”

In light of the start to a new semester Rhonda shares that students should make the most of their time at university, “Get involved, stay engaged with your peers and professors, choose electives that will give you life skills, and learn how to manage your spending!” she suggests. “Students should seek valuable experiences by joining their program society, partaking in extracurricular activities, mentoring someone, or volunteering.”

For those in their last semester and entering their careers Rhonda advises, “Be yourself, work in an environment that makes you happy, and stay true to your ethical standards.”

Co-operative Education

Co-op Office
McCain Centre room 312
coop@msvu.ca | 902-457-6139

Co-op extends learning outside the classroom, helps students develop professional skills, and provides resume and interview experience.

MSVU offers an optional co-operative education program for Bachelor of Business Administration (BBA) students. Co-op integrates your studies with paid, career-related work experience. As a co-op student you will be a productive member of the employer's team of professionals. When you graduate with a co-operative education degree, you will have one full year of relevant work experience related to your chosen career.

