

# BUSINESS & TOURISM DEPARTMENT NEWSLETTER

vol.30

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Mount  
Saint  
Vincent  
University

FEATURED ARTICLE

## DOES YOUR BUSINESS/TOURISM DEGREE SHAPE YOUR FUTURE?

FALL 2024





# **CHAIR'S WELCOME LETTER**

As the Chair of the Department of Business Administration and Tourism and Hospitality Management, I welcome you to the beginning of another academic year. I am confident that all students starting and returning this Fall term will have a rewarding experience.

The Department of Business and Tourism at Mount Saint Vincent University has been offering degrees, certificates, and diplomas in person and virtually for over forty years. Our staff and faculty are invested in creating an excellent learning environment. We hope that this year you will take the chance to become more involved within our community.

Over the Summer we have been preparing for Fall and Winter semesters, which are filled with valuable opportunities for you. We will host several events that give students the possibility to connect with each other, faculty, and key industry personalities. Some of the events we are planning include the Learners and Leaders Conference, the Fireside Chat Series, the Sustainable Business Tour, the Career Week specialists' panels, and the Local Entrepreneur and Cultural Tourism Tour.

These events encompass our department's desire to provide you with an array of exceptional enhanced learning experiences that go beyond the academic and theoretical aspects. Through the Learning Passport Program, every time you participate in these and other select events, you become eligible to gain bonus points in most business and tourism courses.

This year, I encourage students to continue pursuing their interests, work hard to achieve their goals, and get as involved as possible within the Mount community. Keeping focused and building distinct types of connections is a powerful key to university success!

I wish you all the best!



**Dr. Peter Mombourquette**

Chair, Department of Business Administration and Tourism and Hospitality Management

# CALENDAR OF EVENTS

## 2024

**SEP 26** Business & Tourism Society Pizza  
11:00am - 1:00pm

**OCT 7** Not for Profit Panel (Career  
12:00pm - 1:30pm

**OCT 8** HR / Management Panel (Career  
10:30am - 11:45am

**OCT 10** Accounting Panel (Career  
1:30pm - 2:45pm

**OCT 18** Sustainable Business Tour  
8:00am - 4:30pm

**OCT 30** Learners & Leaders 50th  
9:00am - 7:30pm

**NOV 5** TEAM 2024 Dinner & Auction  
6:00pm - 10:00pm



Check out  
the important dates for the  
academic year!

**[CLICK ME](#)**

**Sneak  
Peak  
into this  
issue**

FACULTY AND STUDENT SPOTLIGHT

MAJOR DEPARTMENT EVENTS TO ATTEND

IMPORTANT RESOURCES TO UTILIZE AS A STUDENT

## 2025

**JAN 24** Local Entrepreneur & Cultural Tourism  
8:00am - 2:00pm

**JAN 29** Caritas Day (Volunteer Day)  
8:00am - 1:00pm

**MAR 3** Marketing Panel (Career Week)  
12:00pm - 1:15pm

**MAR 4** Entrepreneur Panel (Career Week)  
1:30pm - 2:45pm

**MAR 5** Tourism Panel (Career Week)  
12:00pm - 1:15pm



These events are all  
Learning Passport  
Activities

# TOP 7 MUST-ATTEND DEPARTMENT EVENTS

# 1

**Business and Tourism Society (BTS) Pizza Social** is an annual event held by the BTS society. At the Social, tickets for other important department events will be for sale, so make sure to grab one. Don't miss out on this great opportunity to network with Business and Tourism faculty, the BTS team, and your classmates.



# 2

**Learners and Leaders Conference** is celebrating its 50th year. The event unites students from MSVU and the Nova Scotia Community College with experienced industry professionals. It offers a spectacular opportunity for students to draw inspiration from local CEO's, entrepreneurs who started with a dream, learn from graduates, attend workshops and be guided by exceptional keynote speakers. This year's highlight will be an Info Session connecting students with employers.



Click here to watch

Click here to watch



# 3

**Local Entrepreneur and Cultural Tourism Tour** is an event for Business Administration and Tourism and Hospitality Management students to learn from local entrepreneurs operating in HRM and the impact they have in the tourism industry.



# 4

**Career Week** provides students with the opportunity to attend a career panel and learn about various sectors of business and tourism from industry professionals. Sessions are open to all students and cover topics such as career paths, how to get a job upon graduation, and career advancement.

Click here to watch

# TOP 7 MUST-ATTEND DEPARTMENT EVENTS

## 5

### Sustainable

**Business Tour** is an annual event the Department of Business Administration & Tourism and Hospitality Management hosts for students. During the tour, they will have an opportunity to learn about sustainability and the impact of small business on rural communities.



Click here to watch

## 6

### Tourism Education

#### Alliance of the Maritimes (TEAM)

event is a dinner and auction in support of MSVU's Tourism and Hospitality Management programs. As a student, it is great opportunity to network with industry professionals and an amazing chance to volunteer, helping to plan and work at the event.



Click here to read



Click here to read

## 7

### Caritas Day

at MSVU brings together students with the Sisters of Charity for community service. It's an opportunity for students and faculty to connect outside class while making a positive impact.



# THIS IS US

## MSVU BUSINESS & TOURISM DEPARTMENT



**Want to learn more? Click on above video!**

Our Bachelor of Business Administration is designed to meet your needs and interests while providing a solid foundation in accounting, finance, management, marketing and strategic human resource management. We offer the flexibility of completing your degree online. Business can take you anywhere and you can take a career in business anywhere.

At the Mount, we are aware that both the business and tourism world is thought-provoking and diverse. Tourism is the world's largest service industry and the second largest industry overall. Tourism is also about customer engagement, adventure tour companies, destination planning and marketing, and boutique inns - creating experiences and memories that last a lifetime.

**Interested in  
knowing  
more?**

### **Department Events**

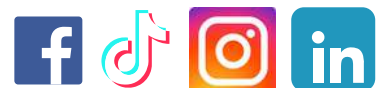
We always have exciting events during the academic year. Check pages 3 and 4 for more information.

### **Department Emails**

Be sure to look out for our frequent emails during the academic year for important information.

### **Follow us on Social Media**

for updates and reminders. Check page 12 for all platforms and their respective links.



# BTS

## BUSINESS & TOURISM SOCIETY

The MSVU Business and Tourism Society offers an excellent opportunity for students to enhance their co-curricular record through volunteering. By participating, you'll have the chance to network with local business leaders and connect with a diverse group of peers who share a passion for making a difference.

Get involved in organizing and supporting various events and fundraisers, and start giving back to both your campus and the wider community while gaining valuable experience and building lasting relationships.

**JOIN US FOR OUR PIZZA SOCIAL  
SEPTEMBER 26**



Click to  
move to  
website

**APPLY NOW  
TO BECOME PART OF THE  
2024/2025 EXECUTIVE TEAM**

**FOLLOW US ON SOCIAL MEDIA**



# Essential Student Resources You Should Know About

Click on titles to visit the websites.



## LEARNING PASSPORT

The Learning Passport program hosted by the department, is designed to empower students with access to a diverse array of enriching events, workshops, and seminars. Through this initiative, students can broaden their knowledge, network with peers and professionals, and enjoy themselves while earning valuable extra bonus points in their business and tourism courses.



## ACADEMIC ADVISING

Navigating university courses can indeed feel overwhelming, leaving students feeling lost. To regain control, embrace help from the Center of Academic Advising. Here, you can receive guidance in selecting the necessary courses for your degree, strategically plan your academic path, and gain a firm grip on how you approach your classes. Let the Center of Academic Advising be your compass towards a successful academic journey.



## CO-OP & INTERNSHIP

Whether mandatory or not, participating in a co-op program presents a remarkable opportunity for students to acquire invaluable work experience. Your involvement in a co-op aligns seamlessly with your degree, offering a significant step forward in your academic journey. Through co-op, you have the chance to network with professionals, receive mentorship, establish meaningful connections, and potentially secure employment prior to graduation. Embrace your co-op experience as a pivotal step towards realizing your career aspirations.



# Essential Student Resources You Should Know About

Click on titles to visit the websites.



## SCHOLARSHIPS

Discover the various scholarships and awards designed for students who excel academically or meet specific requirements. Take advantage of these opportunities to make your academic journey easier and possibly earn a spot on Vincent's Wall of Honour.



## HALIFAX CHAMBER OF COMMERCE

As a Department of Business and Tourism student, you're automatically enrolled as a member of the Halifax Chamber of Commerce. This opens up a wealth of opportunities, including access to workshops and training sessions. Additionally, you can network with over 84,000 professionals from diverse fields at events. Membership grants you exclusive access to job postings and discounts on registered services throughout the Halifax Regional Municipality.

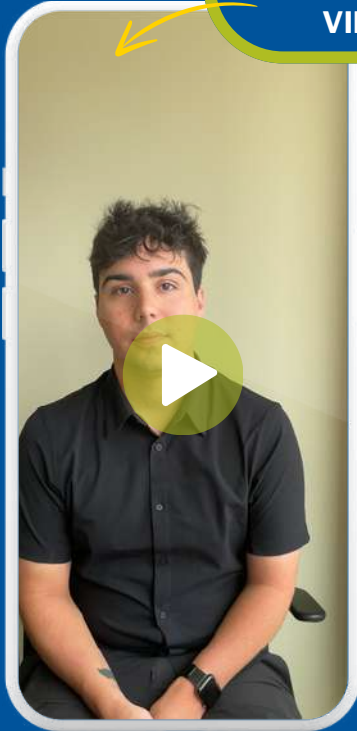


## VINCENT'S RESTAURANT

MSVU's teaching restaurant doubles as a laboratory class for tourism and hospitality students, offering invaluable hands-on experience in cooking, food safety, and customer service. Students delve into both theory and practice, operating Vincent's Teaching Restaurant every winter semester.

Join us during our opening nights, where all are welcome to enjoy the culinary delights prepared by our talented students.

CLICK HERE TO  
HEAR BLAKE'S  
VIEW



CLICK HERE TO  
HEAR SARTHAK'S  
VIEW



CLICK HERE TO  
HEAR PRECIOUS'S  
VIEW

# DOES YOUR BUSINESS/TOURISM DEGREE SHAPE YOUR FUTURE?

As students, we're often confronted with opposing views and contradictions regarding our decisions. A common debate among us is: "Does your business or tourism degree shape your future?" To explore this question, we asked students from various courses and at different stages of their academic journeys whether they believe their tourism or business degree shapes their future. The responses were fascinating and eye-opening.

We developed a set of thought-provoking questions and received an array of insightful responses. Be sure to watch the accompanying videos, and don't forget to share your thoughts with us in the comment section or via email. We'd love to hear your opinions and learn about your perspectives.



# FACULTY SPOTLIGHT

## Embarking on a Journey of Learning and Leadership with Dr. Arron Fraser

Step into the vibrant realm of business and tourism education at Mount Saint Vincent University (MSVU), where Arron stands as a beacon of inspiration, guiding eager minds towards their future roles as leaders. In the bustling corridors of MSVU, Arron transcends the title of professor to become a mentor, a confidant, and a trusted friend. With a background steeped in finance, management, and academia, Arron brings a wealth of experience to his role, igniting a passion for learning in every student he encounters.

His journey to MSVU stands as a testament to perseverance and determination. Armed with an MBA and a PhD, he embodies the essence of lifelong learning, urging students to embrace challenges and seize opportunities in the dynamic world of business and tourism.

Within the bustling classrooms of MSVU's business and tourism department, Arron's teaching style is nothing short of transformative. Through engaging lectures, real-world case studies, and interactive discussions, he empowers students to think critically, solve problems creatively, and thrive in today's dynamic business environment.

Drawing from his Guyanese heritage, Arron infuses his lessons with empathy and cultural awareness, equipping students to navigate the intricacies of global markets and diverse customer demographics. His commitment to social responsibility and ethical leadership serves as a guiding principle, inspiring students to effect positive change in their communities and beyond.

As students embark on their academic journey at MSVU, Arron is there every step of the way, offering invaluable advice on business management and leadership. His mantra, "The aim is not enough. You must hit," resonates deeply with students, reminding them to set ambitious goals, work diligently towards them, and never settle for mediocrity.

Arron's not just about teaching; he's equally immersed in the world of research. Lately, he's been diving deep into understanding how subsidiaries establish their legitimacy and become deeply embedded in their operational environments. It's fascinating stuff, shedding light on the nitty-gritty of how multinational enterprises navigate their strategies. Through his scholarly pursuits, Arron isn't just expanding what we know; he's making sure it's relevant, practical, and valuable for both academia and the real world.

With a wife and three children by his side, Arron's decision to relocate to Halifax underscores his unwavering dedication to family. In every facet of his life, Arron exemplifies the spirit of leadership, compassion, and integrity, leaving an indelible mark on the hearts and minds of all who cross his path at MSVU.

Beyond the textbooks and lectures, Arron leads by example, demonstrating the importance of perseverance and resilience in the face of adversity. His love for running parallels his approach to life and learning – pushing boundaries, overcoming obstacles, and reaching new heights of success.



# STUDENT SPOTLIGHT

## Mame Ama Abban, Defying the Odds and Breaking Down Barriers

A jack of all trades is a master of none. Mame Ama Abban defies this quote, embodying versatility as a marketing major, co-op student, business employee, and entrepreneur. At a young age, Mame exemplifies what hard work, determination, and passion can amount to. With the end goal of entering real estate, she believes that marketing is the best route for her. “Marketing is the foundation for real estate, and you can’t sell a house if you can’t market it,” she said. Opting for the co-op route, she values practical experience alongside theory, recognizing its invaluable impact

She currently works in a salon and offers braiding services in her free time as a side business. Her passion for braiding came from her mother, who owns a salon back home in Ghana. Her mother’s artistry and the joy of satisfied customers warmed her heart as a child. Coming from an entrepreneurial family, it was natural that this trait was passed down to her. With her parents being her biggest inspiration and supporters, she moves through the muddy waters of life and its challenges more easily. However, “it wasn’t all that rosy,” she said. “It took time, failures, and prayers to get to where I am now.”

Everything she says is about finding the balance. She had to find that balance, and once she did, life was easier. She advises all students to keep going regardless of the obstacles because it will get better. She encourages students to take time to research whatever they want to pursue and learn an extra skill in addition to their degree.

You won’t find Mame in a park riding a bicycle because she can’t, but you’ll definitely find her in the halls of MSVU going to class, at work, or at church singing in the choir. From Mame’s life, one can see a modern African woman living life while defying all odds.





# GRADUATE SPOTLIGHT

## Looking Back: A Reflection on One Graduate's Journey

Being an MSVU student is not easy, but Shelley Goerz entered the Mount as a mature student, having completed a Degree in Business Administration many years ago, but now with a purpose to tackle a degree in Tourism and Hospitality Management, which was something she had wanted to do for a long time. She conquered the challenge and has come out victorious. Reflecting on her journey, she has learned and experienced a lot of things, but what stands out for her is her personal growth and balancing act.

She employed great strategies, such as time management techniques and utilizing library and research tools, to navigate her degree. She believes that the demanding curriculum at MSVU has prepared her for real-world challenges in the tourism industry. She feels that the MSVU courses were challenging and pushed her to her full potential. Every assignment, project, or group work she completed was an accomplishment for her.

The diverse coursework, field and site visits, guest lectures, and industry seminars were very instrumental in shaping her professional identity and career trajectory. Looking back on her journey as a mature student, some advice Shelley would give to incoming and continuing students includes: be patient with yourself, ask the right questions, utilize campus resources like library tools and networking events, partake in the co-op program, maintain a positive mindset, be open to learning transferable skills like teamwork, and be receptive to feedback.



[Want to get know our faculty members, click here!](#)

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