

Humber

TODAY

WINTER 2012

e-Business degree grads find jobs e-asily

Job search? What job search? e-Business Marketing graduate Wassim Heematally was hired after his first interview, just days after beginning to look for work.

Heematally, who graduated from Humber College's four-year Bachelor of Applied Business – e-Business Marketing degree program, works at TD Auto Finance Services as a bilingual resolutions associate. He was pleasantly surprised to be hired so quickly after graduating.

"I didn't expect to get a job so soon, especially in a slower economy," he says, "but I was well prepared for the interviews and I had a lot of experience thanks to my co-op at MDG Computers."

Heematally started at Humber with minimal experience in computers. He had immigrated to Canada from Mauritius two years before starting at Humber in 2007.

"I only knew a little about email and e-commerce, but it was easy to see the trend of business moving online," he says.

Heematally found that he was able to learn a great deal quickly thanks to the experienced faculty and small class sizes.

"We learned about web development, e-marketing, database systems, CRM (Customer Relationship

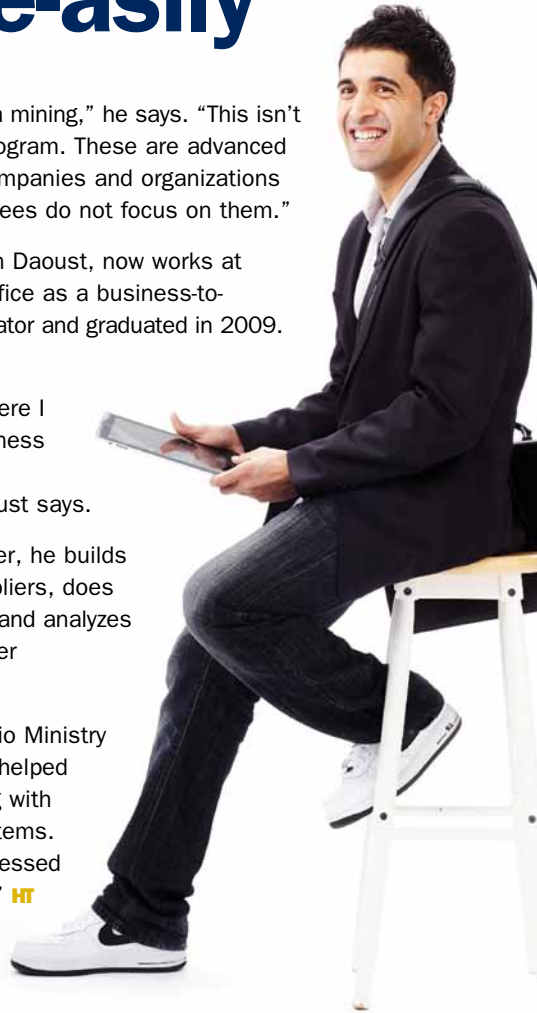
Management), and data mining," he says. "This isn't a computer science program. These are advanced business skills that companies and organizations require, and most degrees do not focus on them."

Another graduate, Ryan Daoust, now works at Home Depot's head office as a business-to-business (B2B) coordinator and graduated in 2009.

"I wanted to get an education in a field where I could get a job. e-Business is a newer field and a growing industry," Daoust says.

Now, as a B2B manager, he builds relationships with suppliers, does gross margin analysis, and analyzes sales data, among other responsibilities.

"My co-op at the Ontario Ministry of Transportation also helped prepare me for working with different computer systems. My colleagues are impressed with how much I know." **HT**



More degrees. More diploma to degree options.

Enrolled in a diploma program? Want to earn a degree? Humber's wide variety of program options gives you the flexibility to choose your educational path and move between credentials.

Whether you're taking a diploma program at Humber or another Ontario college, or have already earned a diploma and want to earn a degree, Humber offers transfer opportunities from most diplomas with advanced standing into our degree programs.

For example, students who complete a three-year Graphic Design diploma may transfer into the Bachelor of Applied Arts – Creative Advertising degree for the final two years of study. Upon successful completion, students will have a degree and a diploma.

Whatever your interests are or if they change along the way, Humber puts you in control of your educational path and gets you where you want to go. **HT**

humber.ca/program/bachelor-applied-business-e-business-marketing



From CSI to Law and Order

Though Rosa Figueroa may not have starred in a hit television series, she has gone from CSI to Law and Order while studying at Humber.

After high school, Figueroa enrolled in Humber's two-year Police Foundations diploma program, where she took crime scene investigation (CSI) courses. Upon completing her diploma, she used her credits towards entry into the second year of the four-year Bachelor of Applied Arts – Criminal Justice degree program.

"I've wanted a career in law enforcement since high school. It was an easy decision to apply to the Criminal Justice program after graduating from Police Foundations because I felt getting a degree would open more doors for me," says the 22-year-old Mississauga resident. "Plus, Humber's pathways offer a smooth transition to transfer credits into degree programs."

Figueroa especially enjoyed her field placement at Kingston Penitentiary as it prepared her for her future career as a parole officer.

"Interacting with inmates was definitely important for my overall learning," she says. "After my placement, I knew I had selected the right field. It also helps that my professors have worked in the field. They have academic credentials and experience; classes are small, so each student has the chance to learn on an individual level."

Figueroa's program coordinator, Jeanine Webber, also worked at Kingston Penitentiary. She has worked as a federal parole officer, social worker, regional trainer and as head of correctional programs, in addition to earning a PhD in Social Work from University of Toronto. Webber understands the complexity of the criminal justice system and what students need to pursue their chosen career.

"It's exciting to see how passionate our students are, and to see doors opening for them," says Webber. "Criminal justice is a growing field and our graduates are in demand." **HT**

humber.ca/program/bachelor-applied-arts-criminal-justice

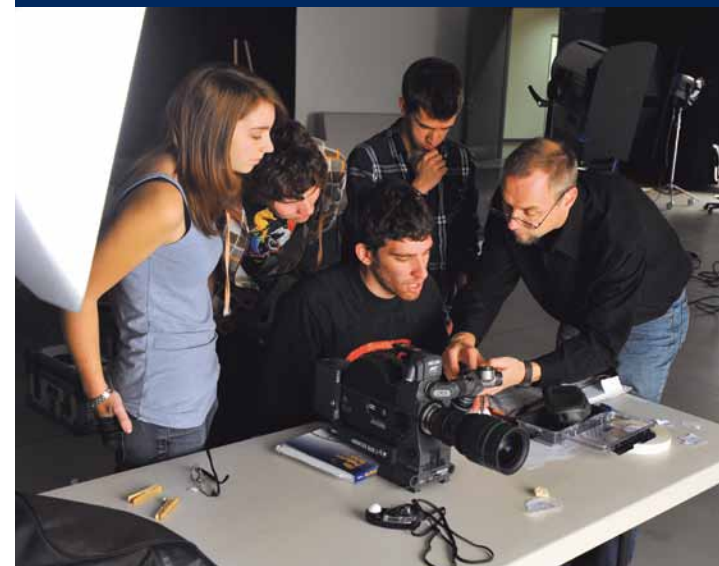


Camera Crazy

Second-year Bachelor of Applied Arts – Film and Media Production degree program student Katelyn Moore was drawn to Humber because she wanted to work with the awe-inspiring film equipment from the start.

"We started using the cameras and film equipment from day one, and we're always shooting and editing," she says. **HT**

Learn more about Katelyn's story and the Humber Film and Media Production program at humber.ca/humbertoday.



Check out Humber's web exclusives humber.ca/humbertoday



Tobin McPherson

New degree, new career

The move from economics to working with children is not common, but Tobin McPherson's path to Humber's Bachelor of Child and Youth Care degree program is anything but traditional.

After graduating from York University in 2004 with a Bachelor of Arts Specialized Honours in Economics, McPherson was building a strong career in the financial services sector, but felt this was not the career for him.

"I needed to branch out in an area where I could help others," says McPherson. "I want to run a charity dedicated to the education and skills advancement of young, ethnic minorities in the community."

Students in the Bachelor of Child and Youth Care degree program receive more than a solid education and a work placement; they receive intensive, skill-based training for in-depth work with children and youth, and graduate well-prepared to deal with a myriad of scenarios. This includes therapeutic, counselling and assessment-based courses.

Students take part in simulation sessions in the three therapy laboratories: play therapy, family therapy practice and the children's activity room. Set-up with everything from doll houses to art centres, students learn what's needed to deal with various situations.

"The ability to analyze and determine solutions sets our students apart, as they learn to respond quickly and appropriately to complex situations," says program coordinator Heather Snell.

Degree students will find jobs such as a child and youth counsellor, community developer, child welfare and protection officer, and outreach worker, as well as non-governmental organizations and governments in developing policy directives. **HT**

humber.ca/program/bachelor-child-and-youth-care

Starting in 2013, graduates of the Child and Youth Worker, Advanced Diploma program will be eligible to apply for advanced standing into the third-year of the degree.



Humber play therapy lab



Sylvie Alexandre

Fashioning a degree dream

When Sylvie Alexandre was in high school, she would window-shop, trying to determine what current styles would last, but she wanted to do more than browse. She wanted to make fashion decisions.

After high school, Alexandre went to Humber College for a two-year Fashion Arts advanced diploma and was able to work in retail. After two years, she decided that in order to reach her career goal as a decision-maker and executive in the fashion industry, she would need a degree, as every corporate fashion job she applied for required one.

Humber's pathway from her diploma to a Bachelor of Applied Business – Fashion Management degree met this need.

Her diploma gave her advanced standing, giving her one-and-a-half years of credit. The degree taught her additional skills and insight into the fashion industry, such as wholesale management, retail operations and import/export management. The program also included a paid summer internship, which Alexandre did at the retailer TJX in the logistics department.

Connie McCulloch, a vice-president at TJX and a Humber Fashion Management advisory committee member, is confident when hiring Humber graduates.

"The Humber Fashion Management program curriculum is fully aligned with retail business needs, and students learn the subjects and develop the skills needed by employers," McCulloch says. "Students learn first-hand the finer points of retail fashion, in areas such as buying, designing or store planning, which complements their classroom learning."

After completing her internship and graduating, Alexandre was immediately hired as a merchandise assistant by TJX, which owns Winners, HomeSense and other brands.

"My job involves coordinating clothing shipments and logistics," the Toronto resident says. "I find working in fashion extremely engaging and challenging, and it's great having a job that I'm excited to go to each day." **HT**

humber.ca/program/bachelor-applied-business-fashion-management

Amazing spaces

After four years of developing concepts, and months of working on final semester projects, Humber Bachelor of Applied Arts – Interior Design degree program students present their work at the program's annual thesis show.

Students work on interior designs for a range of locations, including a theatre school, native community centre, office buildings and restaurants, and present them to industry professionals.

"It's an awesome opportunity to show the skills we've learned to professional designers who might hire us," says Danielle Vincer, one of the fourth-year students.

There is significant industry input on everything from course curriculum to the studios in which students learn, says Kelly Gluck, the Interior Design program coordinator.

A paid work placement gives students a 14-week term to apply their classroom and studio knowledge on various projects.

"Interior design professionals know that Humber students have a tremendous amount of technical knowledge, but they're also extremely creative, which is what you see in the thesis projects," says Gluck.



Danielle Vincer explains her design.

Sukaina Ebrahim was one of the students presenting at the most recent Interior Design thesis show. When she started at Humber, she had just quit working in sales. After graduating, she was hired full-time as a designer at Freeman + Freeman Design Inc., a downtown Toronto company. She has worked in designing a variety of interiors, including several office spaces and a chiropractor's clinic.

"Interior design is more than just decoration. There is a lot of research we do on sustainable design, the use of technology, accessibility, all while being creative and imaginative," says Ebrahim. "I love that every project I work on is different and every day offers a new challenge." **HT**

humber.ca/program/bachelor-applied-arts-interior-design

Humber helps HR degree grads go for the gold

Erin Abraham is getting what she wants and more from Humber's four-year Bachelor of Applied Business – Human Resources Management degree program. She aspires to be a Certified Human Resources Professional (CHRP), and her Humber degree will help her achieve her goal.

With a CHRP designation – the gold standard for human resources (HR) professionals – Abraham would demonstrate she is a leader in her field. To obtain the designation she must have a degree that meets the Human Resources Professionals Association (HRPA) criteria and three years of work experience before writing the CHRP exam. Having the designation opens more doors to employment.

"Humber gives its students a leg-up by meeting the HRPA's degree requirements and the needs of the HR industry – graduates that understand the ever-changing and complex world of business," says Kathryn Filsinger, the degree's program coordinator.

Humber's 14-week paid summer work placement was one of the most valuable experiences of Abraham's career. Students find work placements with a variety of helpful tools, including a business advisor, a fifth-

semester course, Business Career Development, and Humber's Career Centre.

"I did my placement at the Labourers' International Union of North America (LIUNA) in Ottawa," says Abraham. "It was a small union and I was able to work on a variety of tasks, learn a great deal about collective agreements, and become familiar with the union's training programs and benefits."

She believes her placement experience differentiates her, giving her a good chance at turning her placement at LIUNA into a full-time job. Once Abraham completes her three years of work experience, she will apply for her CHRP designation.

"I'm a firm believer in work experience and getting out in the field. I love helping people and I find meaning in my work," says Abraham, who will be one of the first Human Resources Management degree graduates this spring. **HT**



Erin Abraham

Foundations for a design career



Mike Avery

Mike Avery is passionate about his industrial design career, designing

sales displays. But when he started university, he didn't know anything about the industry.

Uncertain what he wanted to do after high school, he chose to study psychology at university.

"I wanted more out of my education. I mentioned my interest in design to a friend and he told me about industrial design," Avery recalls. "Once I found out more about it there was no turning back."

At Humber, Avery took the one-year Design Foundation certificate program to study basic product design skills. In order to get a job in the field, he knew that he needed to learn more.

Avery chose Humber's four-year Bachelor of Applied Technology – Industrial Design degree program because of the experienced faculty and the practical nature of the program, with numerous competitions and a paid work placement.

Patrick Burke, the Industrial Design program coordinator, says students learn practical studio skills.

"Studio courses occur in every semester. Students are given a design challenge and have to create a solution," says Burke. "The curriculum stands out from other programs because it is studio driven, and gives strong emphasis to fundamental skills, such as drawing, rendering, 3D CAD (Solid Works, Alias), model making, and graphic creation and editing, including learning Illustrator, Photoshop, Flash and Dreamweaver."

Avery was able to take this knowledge and use it at his internship at Straight Line Design in Vancouver.

"I participated in the design process, product manufacturing, promotional events and got my hands dirty around the shop. It was a fantastic experience," says Avery.

Now, he works full-time at Array Marketing, where he primarily designs point-of-purchase displays. He also teaches in Design Foundation, the program he started in at Humber.

"I'm really pleased with my choice to attend Humber," Avery says. "I take great joy in teaching and working with a new group of industrial designers." HT

Driving automotive design

Students in the Industrial Design degree program can, starting in year three, take courses focusing on product design or on automotive design, in which they learn to develop transportation products.

Humber Industrial Design graduate Alexei Mikhailov chose to focus on automotive design, and turned his boyhood hobby of drawing and playing with toy cars into an award-winning career.

In his last year at Humber, Mikhailov won several competitions, including an International Design Award for his automotive designs.

Mikhailov was hired by Bombardier Recreational Products before graduating.

"My co-op placement gave me the experience to get this job," he says. "Working at Bombardier is giving me the chance to help shape the future of the automotive industry." HT



TrakRok, one of Mikhailov's award-winning designs.

humber.ca/program/bachelor-applied-technology-industrial-design

A business degree with options and flexibility

Are you a student who wants choice and control of your education and career path? Then Humber's professional business degree programs are for you.

Whether you already have a diploma and realize you need a degree, or want to study business but are not certain what business area is best for you, Humber gives you the flexibility to make the right choice.

Students who have completed a business diploma at Humber or another postsecondary institution may be eligible to transfer their diploma credits into a degree program. It can be a worthwhile investment, with Canadian degree graduates earning several hundred thousand dollars more than those without one in their lifetimes, according to a study by the Canadian Millennium Scholarship Foundation.

Which business degree is right for you?

All graduates of Humber's four-year business degrees learn strong foundational business skills in the first two years. Students learn fundamentals in accounting, economics, marketing and law. In their third and fourth years, students choose to major in one of:

- Accounting
- e-Business Marketing
- Fashion Management
- Human Resources Management
- International Business
- Tourism Management

large classes, infrequent interaction with faculty and a focus on theory instead of applied learning.

Humber's Bachelor of Commerce – Accounting gives her the education she preferred: a combination of strong academic knowledge with practical business skill development, including a paid internship.

"At Humber, the program is interactive, classes are smaller and the faculty gives you one-on-one attention," says Rehling. "You learn more than theory; you learn about all aspects of business and apply the knowledge to case studies."

Rehling is excited about being closer to the dream of owning her own business.

"I want to be able to manage all aspects of any work I do, so that's why this program is ideal for me," she says. "I'm learning about accounting, being an entrepreneur, and many other skills that will prepare me to succeed in my career." HT

humber.ca/program/bachelor-commerce-accounting



Kayla Rehling

Degree students get more elective options

Applying to Humber for a Criminal Justice degree but want to learn about astronomy? Or considering a Bachelor of Commerce – Accounting but interested in Shakespeare and film? Then a Humber degree is for you.

Beginning in fall 2012, students in Humber degree programs will be able to choose from an expanded range of electives to complete their academic requirements. The widening of degree-specific electives will help students to have a more diverse and well-rounded undergraduate experience.

Degree electives will be available in three categories: Society, Culture and Commerce; Science and Technology; and The Arts and Humanities, allowing students to complete their studies with courses in areas of study beyond their core subject or specialty. HT

Learning locally, working globally

Humber College's Bachelor of Applied Business – International Business degree can take students around the world. For Bianca Khomasurya, her internship took her to a printing company in Indonesia.

"I worked directly with the manager of the printing company on many logistical jobs," the fourth-year student says. "Sitting in on meetings with clients was especially interesting because I learned different sales and marketing strategies."

Khomasurya wanted to see how business is different outside of Canada.

"I learned the business culture in Indonesia is very different," she says. "There is more of a focus on final results than there is on process. Working abroad gave me useful information as I decide what to do after I graduate."

Humber International Business graduates have a wide variety of career options, says program coordinator Pierre-Pascal Gendron.

"Students learn about international aspects of banking, finance, logistics, marketing and also cross-cultural communications," says Gendron. "They gain practical skills through projects such as creating a comprehensive strategic plan to launch a business into an international market."

Khomasurya, an Etobicoke resident, came to Humber after one year of university in Ottawa. Humber appealed to her in part for the location and attractive Lakeshore Campus, but also because the program promised to teach her international business theory and offered a paid internship.

"Many jobs require having a degree and work experience, which is why I picked Humber," she says. "When companies look at my resumé, they will see that I have the knowledge and experience to contribute right away." HT

humber.ca/program/bachelor-applied-business-international-business



Pierre-Pascal Gendron teaches a finance class.



Bianca Khomasurya



The Humber Accounting Centre

Humber knows that students may change their minds after declaring their major. If a student's interest changes during their first two years of study,

they have the option to switch to a different business degree by the end of second year.

Kayla Rehling likes the flexibility of Humber's business degree programs. In high school, she dreamed of opening a store that would combine her love of art and music. To be successful, she realized she would need a business degree.

She was encouraged by her family to go to university for an accounting degree. After her first year, Rehling realized that she was not getting what she needed, with

humber.ca 416.675.5000

Humber Today, Winter 2012



A degree for lasting change

Starting in September 2012, students will have the opportunity to earn a Bachelor of International Development degree at Humber College.

Humber has a long history in the international development field, thanks to its

International Development postgraduate certificate program and the Humber International Development Institute, which presents workshops on development issues, such as Grant Writing and Managing Humanitarian Assistance. Humber graduates work throughout the industry, from aid organizations such as Christian Children's Fund of Canada, to international groups, such as the United Nations. This new degree will provide students with advanced academic education, cross-cultural learning experiences and applied learning, through a 14-week work placement.

"International development is the fifth largest industry in the world, and there is a lot of money involved, so there is an increasing demand for international development graduates with business skills," says Susan MacGregor, who teaches in the International Development program. "Our degree is offered in The Business School, allowing the students to learn about the industry, and gain the business skills they need to succeed."

A number of international development organizations were on hand for the first-ever International Development Institute Innovation Fair in 2011, organized by Humber and held in collaboration with World Vision Canada and Save the Children. For students attending and working at the event, it was a good learning opportunity.

"Networking and learning first-hand from international development professionals gives us a glimpse of the type of current projects and initiatives that are happening around the globe," says Jenna Bind, a student who was working at the World Vision table. "I wanted to work in a field that would give a lasting benefit to society. When I found the International Development program at Humber, I knew it would give me the skills to get involved in the industry and improve the lives of people in many countries." **HT**

humber.ca/program/bachelor-international-development



Paralegals hired before graduating: A degree that works

Like many Humber Bachelor of Applied Arts – Paralegal Studies degree program graduates, Marissa McMahon had a full-time job lined up before graduating.

Prior to attending Humber, her experience with law consisted of taking a high school law class. Today, she is an active member of the legal system and a compliance specialist at Crawford and Company, the world's largest independent claims management provider. She is also on the advisory committee for Humber's Bachelor of Applied Arts – Paralegal Studies program.

McMahon graduated from Humber in 2008, and immediately started working full-time at a criminal defence firm. She had interned at the firm and worked there part-time during her final year of college. After two years at the defence firm, she moved to her present position.

The Paralegal Studies degree curriculum covers subjects such as small claims court, tort and contract law, legal research/writing, immigration and refugee law, and legal accounting.

"The variety in the program reflects the complexity of the profession," McMahon says.

Bernard Aron, the Paralegal Studies program coordinator, notes some students interned for the Canadian government and were hired, like McMahon, before graduating.

"Employers know that Humber students are ready to work on day one of the job," says Aron.

McMahon enjoys working as a compliance specialist and likes giving back to the school by serving on the advisory committee.

"The Humber program offers advanced paralegal education with the hands-on approach of college," she says. "You learn the different areas of law, and you get the experience you need to be successful." **HT**

humber.ca/program/bachelor-applied-arts-paralegal-studies



Marissa McMahon



Haleigh DiBattista

Destination: The world

In her final year of Humber's four-year Bachelor of Applied Business – Tourism Management program, Haleigh DiBattista is on the verge of a future spent in different cities and countries.

"I wanted a career where I could see the world and travel. I can see myself working in destination development or marketing, anywhere in the world," she says.

DiBattista researched various tourism programs and was drawn to the Humber degree because of the opportunity to get a business background as part of her credential. She visited the Lakeshore Campus during an Open House and met the program faculty. She liked the look of the campus and the chance to learn from people experienced in the field.

She has learned in-depth information about the travel industry, such as niche tourism and event management. It was during her paid work placement she discovered her degree was preparing her for various careers.

"I completed my work term at the Hills of Headwaters Tourism Association in Orangeville, where I was the events and logistics coordinator for a major regional event. There are so many components to this from marketing to the financial management, but I felt prepared and took great pride in completing the task," DiBattista says.

As she moves closer to graduating, DiBattista feels ready to enter the workforce.

"I had two years of business courses, such as Macro and Micro Economics," she says. "This gave me a business background that I wouldn't have necessarily received in other hospitality programs, giving me exposure to more areas of the industry." **HT**

humber.ca/program/bachelor-applied-business-tourism-management

The medium is the instant message

Joyita Sengupta is a first-year student in Humber's four-year Bachelor of Journalism degree program. She is also a blogger, avid social media user and always on the go. She is a modern journalist.



Joyita Sengupta

Sengupta is learning in a degree program focused on teaching students to be online storytellers in a multi-platform digital environment, where the medium is web-based and mobile, and the message is interactive, as readers like, comment or tweet their reaction. Degree students learn how to incorporate social media into their journalism.

In addition to learning those skills, Humber Journalism degree students also study traditional methods of researching, reporting and interviewing, while learning to use equipment and devices to gather audio and video for multi-platform use.

"We will continue to teach the fundamentals of journalism," says program coordinator, Dan Rowe. "Students will always be encouraged to concentrate on the story first and then how to use it online."

Sengupta is an intern at MTV Canada and works part-time as the communications director at STAND Canada, a student anti-genocide organization. She uses the traditional and social media skills she is learning on a daily basis.

"At Humber I'm learning to write traditional news articles, as well as how to HTML code and build a web page, which I plan to use for a blog," Sengupta says. "I like that I'm getting the best of both new- and old-school journalism by getting practical experience and a degree." **HT**

humber.ca/program/bachelor-journalism

HUMBER

FOUR-YEAR BACHELOR'S DEGREES

Academic excellence. Practical field experience. Industry connections. That's what you get with each one of Humber's four-year, career-focused bachelor's degree programs.

Accounting	Industrial Design
Child and Youth Care	Interior Design
Contemporary Music	International Business
Creative Advertising	International Development
Criminal Justice	Journalism
e-Business Marketing	Nursing*
Fashion Management	Paralegal Studies
Film & Media Production	Public Relations
Human Resources Management	Tourism Management

* Offered in collaboration with the University of New Brunswick

humber.ca/degrees

Visit humber.ca/humbertoday for exclusive online stories.

humber.ca
416.675.5000



twitter.com/humbercollege



facebook.com/humbercollege



youtube.com/Humberlive



Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fibre
www.fsc.org Cert no. SW-COC-001383
© 1996 Forest Stewardship Council