

# HUB INSIGHTS

## For Ted Rogers Faculty & Staff

September 2022 Issue

### Students Gaining Insight from Ted Rogers Alumni

With access to over **20,000** job descriptions on our portal and insight from over **3,000** employer partners, the Business Career Hub (BCH) is well positioned to share valuable information with our students about trends in hiring practices and emerging skillsets within industry sectors.

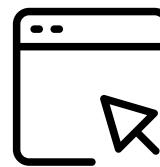
Since launching Hub Insights in March 2022, students have demonstrated interest in learning more about career pathways, industry sectors, leading employers, and what a typical business day looks like for a Ted Rogers alumnus.

To date, we have released over 90 student reports, with over 13,000 web-page views.



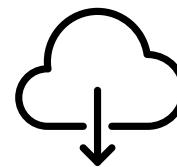
**93**

Student Reports



**13,383**

Page Views



**7,667**

Downloaded Reports

Many of the reports highlight the career trajectory of Ted Rogers alumni while showcasing our employer partners.

As an example, Calistus Alexander, a graduate of our Accounting program (2017), working at PwC as a Senior Tax Associate, shares with students what his day looks like including the role requirements and the technology platforms he uses.

**A Day in the Life of a Senior Tax Associate**

Calistus Alexander graduated from the Ted Rogers School in 2017, and is currently working as a Senior Tax Associate at PwC.

In this report, he shares his daily routine, the technology and platforms he uses, and what it's like to work in a fast-paced environment.

**Q: What do you do on a "day-to-day" basis in your role as a Senior Associate, Tax at PwC?**

**A:** I am a Senior Associate in a Senior Associate, which is ideal in order to learn and grow. This results in an environment where new tax projects encourage active participation and learning. I am currently working on a large tax project, involving my learning and have been exposed to various projects and clients. I am also involved in the development of new tax software, which is used for all tax matters - this is a great opportunity to learn and grow in my role.

My role is also part of the tax, I am exposed to many tax concepts which are required to meet the tax. It is one thing to learn a technical concept in a textbook, and another to learn it in a real-life environment, which is what I do every day.

There is a strong support system at PwC, from professionals who have experience in the industry to mentors who are always available to help you with any questions you may have.

Every day is different, as there is a lot of variety in the tax industry for a long time.

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• Certain times of the year require me to focus on specific types of projects. For example, there is a lot of work in the first quarter of the year, which is very demanding.

• Every day is different, as it is important to adapt to the work that comes in. Adapting and being challenged, while learning, makes the job interesting.

### Students Value 24/7 Access

An important lesson we have learned over the last several years is that students value online, 24/7 access to resources. These insight reports allow them to explore career options based on interests, strengths and skill sets. We are providing them with the opportunity to 'explore' many pathways at their convenience and on their own time.



#### Did You Know?

Over **25%** of the Hub Insight reports are downloaded on weekends.

# Let's Talk Business

This particular series of student reports focuses on industry sectors, leading employers, graduate roles, and emerging trends.

They share with students what it is like to work at a particular organization, what a typical day might look like, platforms commonly used at work, and trends impacting their organization and the industry as a whole.

The most frequently downloaded report is 'Interested in Becoming a Business Analyst?', while other popular ones are 'Working at Deloitte', 'A Day in The Life of a Quality Assurance Team Lead', and the 'Consumer Packaged Goods' (CPG) industry.

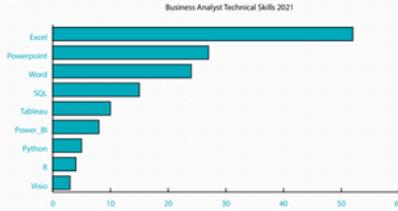
**CAREERHUB**  
**HUB INSIGHTS**  
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**Let's Talk Business**  
For Ted Rogers Students

These reports describe industry sectors and career paths of interest to TRSM students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

## Interested in Becoming a Business Analyst?

Toronto area employers looking to hire students in Business Analyst roles listed Excel as the #1 technical skill...but do you know what else they're looking for?

We scraped data from 569 postings on the Business Career Hub job portal (during the period between September 2020 and August 31, 2021) and uncovered the top skills employers are seeking of TRSM students.



Source: Job Postings (n=569)

## What Does a Business Analyst Do?

A business analyst is someone who aims to improve and optimize business processes through the analysis of data and application of information retrieved from CIO.<sup>1</sup> As a Business Analyst you will:



Gather Data



Analyze Findings



Optimize Business Processes

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## A Day in the Life of a Quality Assurance Team Lead

Tiana Crosbie, an HTM Alum of TRSM, is currently working as a Bilingual Quality Assurance (QA) Team Lead at KOHO. Some of her previous roles included Hostess at the Ritz-Carlton Hotel and Gold Lounge Attendant at Fairmont Hotels & Resorts. Tiana leveraged transferrable skills from her previous hospitality-focused roles to land employment at KOHO - she is living proof that a finance background is not a strict requirement for fintech.

KOHO is a Toronto-based fintech firm providing banking services to Canadians. They are rooted in the belief that better financial solutions exist for all Canadians and have set out to build them.



**Q:** What do you do on a day-to-day basis in your role as a Bilingual QA Team Lead at KOHO?

**A:** My mission at KOHO is to identify gaps in the support process through the audit of our interactions with users. I identify and complete tasks in this fast-paced, constantly changing environment, and I am especially skilled at metrics-based management - I also know what it takes to make a great experience. My key responsibilities include:

- Conduct 1-1's with QA Specialists: I discuss progress using Key Performance Indicators (KPIs); identify and resolve their challenges; provide updates for the week ahead; and catch up on work from the past week.
- Grade the Grader: I make sure the manner in which our QA Specialists are grading tickets is consistent with how I would grade that same ticket. Alignment is essential in this department, as we want the score we are providing our agents to be the same regardless of who is grading their ticket.
- Review Disputes: In the case of a dispute, I review the rubric criteria for the graded ticket in question, and discuss it with the Team Lead of the Agent.
- Participate in Meetings - whether they be team, leadership, or company wide meetings - I have at least 7 a week.
- Submit Reports with weekly findings: Surface current QA score performance for the overall team, broken down into individual teams, and by agents.

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## Considering A Role at Deloitte? This Guide Will Get You Started

**Deloitte.**

Learn about Deloitte Canada and how to enter its hybrid workforce. Learn more about how they recruit and how you can best prepare for a role.

## A Major Player

Deloitte LLP (the Canadian member firm of Deloitte Touche Tohmatsu Limited) is a firm that supports clients in areas such as Audit and Assurance, Consulting, Financial Advisory, Omnia AI, Risk Advisory, Tax and Legal.<sup>2</sup> Globally, the Deloitte network has upwards of 300,000 employees and more than 7,000 professionals in the Greater Toronto Area. According to LinkedIn Talent Insights, it has grown its staff by over 10% this past year alone with a total of 1,625 new hires!<sup>3</sup>



Did you know that Deloitte serves 90% of Fortune Global 500® companies in over 150 countries?

Deloitte was awarded one of the Best Places to Work in Canada for 2022 by *Great Place to Work*, voted a Top Company (10th) by LinkedIn<sup>4</sup> and named as *University's "World's Most Attractive Employer"* for students entering the workforce for the 13th consecutive time, also being the top firm for business, IT and engineering students.<sup>5</sup>

**Best Workplaces**  
for Professional Development  
Great Place To Work  
CANADA 2022

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## What is Consumer Packaged Goods (CPG)?

Consumer Packaged Goods are items used daily by consumers regularly that are replaced or replenished. This includes food, beverages, makeup, household products, and more.<sup>6</sup>

## About the CPG Industry

The CPG industry is one of the largest sectors in North America with a value of \$2 trillion with well-established companies including L'oreal, Coca-Cola, and P&G.<sup>7</sup> In Canada, the CPG industry accounts for one-third of Canada's manufacturing GDP and 40% of employment.<sup>8</sup>

Unlike the retail industry who sell products to their consumers, CPG manufacturers, sell, and markets physical goods (packaged in some shape or form) used by consumers and sold through a retailer.<sup>9</sup>



\$2 million  
Industry Value



1/3 Manufacturing GDP  
Accounts for Canada's Manufacturing GDP



40% Employment

## Considering a Career in Consumer Packaged Goods?

The CPG provides a rewarding experience and tremendous opportunities varying from business development, production, operations and logistics to marketing, sales, finance and human resources.

## Types of Roles

- e-Commerce Specialist
- Marketing and Sales Coordinator
- Brand Manager
- Sales Account Manager
- Account Coordinator/Manager
- Quality and Assurance Analyst
- Product Management
- Project Management
- Financial Analyst
- HR Coordinator
- Procurement Coordinator/Manager

## Students Helping Students

Much like the Bootcamp delivery model, Ted Rogers students are developing insight reports for the benefit of other students. Each release is sponsored by a BCH Consultant, but students are provided the opportunity to research a particular area, role or industry sector, network with alumni, and design the report.



For example, one of our contributors, Siyaan Sivasunthararasa, a 3rd-year Global Management Studies student (recently admitted into the Co-op program), has published five reports, including 'All About Co-op' (for BTM, EMS and GMS programs), 'Product Management', and a 'Day in the Life' report profiling an alumna in a Quality Assurance role.

## Students Value this Insight

**“** I am so grateful that the Business Career Hub came up with Hub Insights, as it is such a great resource. I remember the first email I received about the website - the "What Does a Business Analyst Do?" caption caught my attention. When I opened the website, I saw different jobs such as Consultant, Business Analyst and Project Coordinator, also of interest to me.

The reports are short, and they include all the necessary information that I needed to know about the career that I was looking into - the thing I am most grateful for are the free resources provided at the end of each report like free courses, prep programs and bootcamps, professional association links, and more.

Hub Insights is an easy and great way for business students to read and learn more about different industry sectors and also to help them learn how to create a good resume and prepare and practice for different types of interviews.

**Ted Rogers Law Student**  
**Summer 2022**

## Sharing Insights with Employers

We have become keenly aware that employers are seeking our leadership to support them in attracting and retaining top talent.

After all, we are the largest, most diverse Business School in Canada - we have a real competitive advantage in the labour marketplace, and Corporate Canada is listening.

Based on 1,300 student surveys completed this past Summer, we will be releasing several insight reports summarizing best practices for attracting, onboarding and retaining top talent.

## Wish to Learn More?

If you are interested in further information about our Hub Insights for Ted Rogers students, we welcome the opportunity to connect with you.

Please contact Donna Muirhead for more information - [dmuirhead@ryerson.ca](mailto:dmuirhead@ryerson.ca)

## References

[Hub Insights](#)  
[Hub360](#)