

HUB INSIGHTS

For Ted Rogers Faculty & Staff

January 2023 Issue

Leveraging Hub Insights in the Classroom

In the Fall semester, in collaboration with Professor Lena Liang, the Careers team launched a new initiative to support [HTH 901 - Management Career Strategies](#).

After several consultation meetings, it was agreed to reference two *Hub Insight* student reports in the course outline for HTH 901 and support them by delivering a one-hour session on Best Practices for Interviewing, followed by 1:1 mock interviews in the Hub.

Scenario

Class Size: 126 students

- Step 1** — BCH facilitated a one-hour, in class session on ‘Best Interview Practices’ - in November using *Hub Insight* reports as references.
- Step 2** — Dr. Liang then assigned the mock interview task, with the expectation that her students download and review the following two reports



These reports leverage the expertise of BCH staff to share best practices for students & alumni.

Tips on How to Answer the Question "Tell Me About Yourself"

This is one of the most common questions at the beginning of an interview in order for the Hiring Manager to learn more about you. They have already reviewed your resume, so this is not the time to review in great detail each of your experiences - it is the time for you to tell YOUR story.

Your Story is Unique

Self-branding helps you illustrate who you are, how you are valuable to the employer and why you are needed. Building your personal brand, showing others what makes you different, and describing the value you can bring to a specific opportunity at hand, is critical to your success.

Most students are not active in creating and maintaining their brand. They hope that what they've done in the past is enough to get them their 1st job or their next job; however, you need to take control of your messaging and create a brand that is increasingly attractive as your develop.

In order to do this, you need to complete a self-assessment of your experiences, skills, passions and values, and then translate these into a clearly communicated message.

A strong personal brand will help you feel confident in responding to this common question.

Crafting Your Story

Ask Yourself These Questions:

1. What is one unique thing about me?
2. Why did I choose my major? Where did my interest/passion come from?
3. What do I want to be known for on a professional level?
4. What is the biggest accomplishment I am most proud of?
5. What are my strengths?



A Few Ways You Can Start Your Story:

1. "I can summarize who I am in three words."
2. "My motto is..."
3. "There is one quotation that I live my life by..."
4. "People who know me best say that I am..."
5. "My passion is..." / "My passion for X started when..."
6. "Growing up, I always enjoyed..."

[Tell Me About Yourself](#)



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Behavioural Interview - In-Depth

As discussed in the Resume section, S.T.A.R. stands for Situation-Task-Action-Results. The STAR method is a great way to uncover your personal accomplishments and achievements, helping you differentiate yourself from your competition. This method is also a great way to tackle behavioral questions in interviews. The first step in developing your STAR statements is to brainstorm your past experiences.

The STAR Method

Situation

Explain the SITUATION or TASK that had to be solved or completed – include the people involved, deadlines and places to validate the story. You must describe a specific event or situation, not a generalized description of what you have done in the past.

Action

Clarify the ACTIONS you took to specifically manage the situation or task successfully.



Task
Outline a specific TASK you were required to carry out or perform.

Result
Explain the RESULTS accomplished. Clearly explain the positive impact you had on the organization through your actions. Don't be shy about taking credit for your behavior!

TIP: STAR Method

When preparing your STAR statements, keep in mind the abilities and competencies the employer is inquiring about. Make sure you have several examples you can pull from, built from your experience in current or past jobs, extracurricular/volunteer activity, academics and more.

Sample Response To Typical Questions

Interview Questions

1. Tell me about a time when you experienced a challenge with a coworker, classmate or peer. What happened and what was the outcome?
2. Tell me about a time when you went above and beyond for a customer?



[Behavioural Interview - In-Depth](#)

Step 3

Using these two reports as a resource, students were asked to prepare and practice a response to the following two interview questions:

- **Question 1:** Tell me about yourself?
- **Question 2:** Choose one of the six questions on page 4 of the Behavioural Interview report (hyperlinked on page 1)

Step 4

Students were expected to schedule a 15-minute mock interview with one of the BCH Career Consultants - by the end of November.

Step 5

BCH provided Dr. Liang with a report confirming which students scheduled and attended their mock interview appointments.

Step 6

Students used the feedback provided in their mock interview to write a short reflection on what they learned - these were sent to Dr. Liang for review.

Step 7

BCH staff de-briefed with Dr. Liang on how things went and what could be improved in the future.

“ Olivia, I want to thank you for your team's tremendous efforts on helping the students in HTH 901 to practice their interview skills! I have a few students telling me how they found it useful and they are now more aware of the services provided by BCH. ”

Professor Lena Liang



Ways Faculty Can Integrate Hub Insights into the Classroom

1. We encourage Faculty to post an announcement on your D2L course shell(s) sharing the URL for [Hub Insights](#) and highlighting a specific report that is relevant to your class.

For Example:

- [All About BTM Co-op Program](#) for BTM students in their first year; or
- [New Graduate Programs](#) for students in their final year or
- [A Day in the Life of a Senior Forensic Associate at PwC](#) for ACC students

2. You can arrange for a Career Consultant to come into your classroom to speak to Hub Insights or a specific career pathway that would be relevant to the curriculum.



Your Guide to Business Technology Co-op For the 2022-2023 Academic Year

Published October 2022

The Ted Rogers School of Management (TRSM) offers one of the largest business Co-op programs in all of Canada, with over 2,400 students participating across 12 program streams. With high employment rates, strong relationships with hiring managers, and an industry leading Co-op Prep Program, the Ted Rogers Co-op program sets you up for success.

The Business Technology Management (BTM) Co-op program is the largest program at the Ted Rogers School, and has been steadily growing since its inception.

As a BTM Co-op student, you have the opportunity to complete up to five work terms, representing 20 months of work experience. The employment market is relatively strong for students in the BTM major, particularly in Fall and Winter semesters. The average employment rate for BTM students in 2021-2022 was 88%.

You will prepare yourself for your 1st work term by completing the mandatory Co-op Prep Program, in addition to technical bootcamps.

You can sign up for the Co-op Interest Form [here!](#)

BTM Highlights: 2021-2022



Top Co-op Employers for BTM



Let's Talk Business

For Ted Rogers School Students

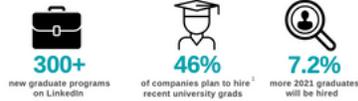
These reports describe industry sectors and career paths of interest to Ted Rogers School students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Updated November 2022

More Graduate Opportunities are Opening!

For students, the transition from the Ted Rogers School of Management to the workforce can be a daunting and overwhelming experience. Luckily, there are a variety of organizations that target new graduates and offer one-semester programs with a structured way of onboarding.

These programs are structured to allow you to grow your experience, build on current skills, and gain exposure to a variety of functional business areas including technology, finance, marketing, human resources, and retail.



TOP 5 Reasons to Consider a New Graduate Program

1. You can accelerate your career progression with early leadership responsibilities, while enriching key skills to assist you in becoming a well-rounded professional
2. You will gain direct and diverse experiences in particular facets of an organization to explore and leverage your educational background and skills
3. You will receive support from colleagues within the organization, and many new graduate programs offer a mentor to provide career guidance and help with day-to-day responsibilities
4. You can ease the transition from the Ted Rogers School of Management and allow you to adapt to the workforce by gaining immediate feedback
5. You will build your network across the business with, colleagues, and leader



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A Day in the Life of a Senior Forensic Associate

We had a conversation recently with Ryan Murthi, who graduated from the Ted Rogers School Accounting and Finance program in 2020.

He currently works as a Senior Associate in the Forensic Services department at PwC Canada.



PwC is among the "Big Four" professional services firms, alongside Deloitte, Ernst & Young, and KPMG. The company offers clients various professional business services, including accounting, auditing, human resources consulting, and strategy management.

In this report, Ryan shares what type of work he does, the software platforms he uses, and some advice for those of you interested in learning more about this exciting career path.

Q: What do you do on a 'day-to-day' basis in your current role as a Senior Associate in Forensic Services at PwC Canada?

A: This practice area at PwC Canada is divided into two sub-competencies - Forensic Investigation and Dispute Analysis. I support both work streams and am involved with multiple projects, simultaneously.

For Forensic Investigation, the work involves preventing, responding to, and remediated complex business threats and risks. The projects can vary from conducting fraud risk assessments, investigation of fraudulent activities, whistleblower allegations, to management misconduct.

Whereas in Dispute Analysis, my role as an 'accounting expert witness' is to assist clients in dealing with complex commercial litigation matters. Some mandates I have worked include breach of contract disputes, shareholder disputes, expropriations, and matrimonial disputes. The work typically includes the quantification of economic losses and/or business valuation.

Wish to Learn More?

If you are interested in further information on how to integrate Hub Insights into your classroom, we welcome the opportunity to connect with you.

Please contact Donna Muirhead for more information - dmuirhead@torontomu.ca

References

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