

The Business Career Centre Introduces Enhanced Student Services

We are pleased to announce that effective March 1st, the Business Career Centre (BCC) team will launch enhanced student services. This marks Phase One of significant changes within the BCC, and we are excited about all of the new possibilities that are now available to you with more to come in Phase Two.

Over the years, we have received valuable feedback from students on our services. Several recurring themes were identified: Our services need to be less generic, more targeted to specific industry/functional areas of business and customized to the diverse talent levels of students across our programs; and we need to offer a broader selection of opportunities in the kinds of job opportunities we present to our students. We have listened to this feedback and are happy to announce three major changes to meet these needs:

1. **Certification and specialization of our Career Coaching team:** Each of our 10 [Career Coaches](#) are undergoing coaching certification to provide you with an enhanced foundational understanding of career management strategies, tools and resources to help you gain career clarity and prepare you for an effective career search. And, if you would like to receive more in-depth industry and functional coaching for your career focus, you will now have the opportunity to select a coach with specialization in that area or continue with your current coach.
2. **Expansion of our successful Expert-in-Residence program,** initially piloted for finance with [Blair Robertson](#): This program has now expanded to include [Peggy Steele](#), serving the Consulting Industry, and [Tracy Muxlow](#), serving Consumer Goods & Marketing. These experts are partnering with the BCC to bring additional depth to our industry expertise and introduce programming to enhance your market knowledge and technical preparation in consulting case, marketing and finance.
3. **Access to more jobs and innovative search options across diverse industries and functions:** We have significantly expanded our [Corporate Relations team](#) to bring you opportunities in insurance, pensions, investments, fintech, healthcare, technology, telecommunications, start-ups, energy, manufacturing, transportation, government, real estate, etc. in addition to traditional industries.

Additional details around this change and how to access our services are available [here](#).

We look forward to partnering with you on your career journey!

Sincerely,

Karen Jackson-Cox

Executive Director

The Business Career Centre