

THE DISPATCH

The Official Newsletter of Graduate Business Council

Facilitators

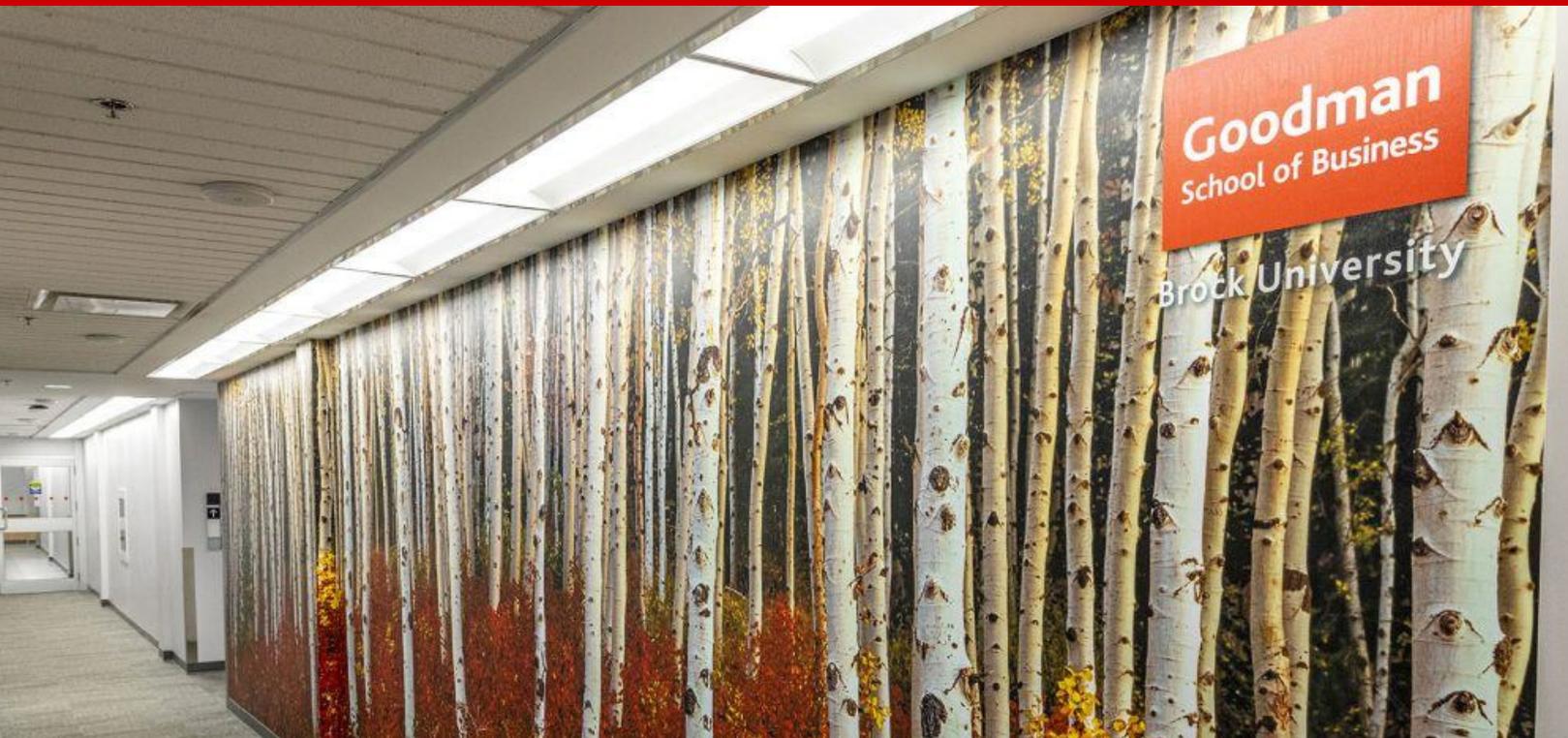
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Meet our Data 'Phoenix'



Phoenix Majumder's story will inspire many. As a young adult from India, he came to Canada and the challenges of living in a new country did not deter his confidence. He is an immigrant who built a new life for himself by overcoming the odds. Phoenix believes that his success comes from seeking challenges and maintaining a healthy work life integration. As I spoke to him on the phone, I learned that Phoenix has not just attained career success but has also remained humble and grounded. He demonstrated this as he took the time out of his busy schedule to share meaningful insights to us, MBA students.

Phoenix came to Canada with a bachelor's degree in Electrical Engineering with some work experience. He studied MBA at Brock University and chose to work as Brock University employee for nearly 4 years by taking

up various positions such as senior research analyst, and information officer. His roles provided him with greater knowledge and helped him showcase his capabilities. Later, he managed Data & Analytics, client engage events at Ernst & Young and commercial banking Analytics at Scotiabank. Simultaneously, he earned additional degrees from prestigious universities which helped to update his industry knowledge.

Sun Life insurance offered him a very crucial role as a Director of Data Science in the year 2018. His outstanding performance in this role elevated him to the Head of the Data Analytics Center of Excellence. Later this year he will be taking a leadership role at Rogers Communication leading Data Science, Data Engineering & Cloud platform initiative.

1. What kind of news websites or online and offline sources would you recommend to the students to keep themselves updated with all the new trends in the industry?

Try not to disconnect from your respective academic avenue by adopting the following methods.

1. Keep up with the different academic institution's research work in your stream of interest.
2. Subscribe to industry-related newsletters & become part of industry associations.
3. Follow up magazines such as Global Mail, Harvard, Bloomberg on regular basis.

2. What does a HR usually look for other than run to mill job requirements?

Recruitment team, 90% of the time filter your CV. I as a hiring manager would analyze whether or not a candidate possesses the ability to think and work in an ambiguous situation. A candidate must even have improvisation skills that help an individual to formulate an answer based on the situation. Finally, a good blend of soft skills and hard skills makes a candidate successful.

3. How should a student go about building a strong network with industry professional in Canada?

I can straight away recommend a few tips which might help to go about making connections

1. Build your social media presence by publishing LinkedIn articles
2. Attend events organized by the university
3. Participate in conferences and workshops
4. Sign up to places related to recreational activities for instance make your gym or court a place to network

4. How did you get your first brake here in Canada?

I owe a lot to the Goodman School of Business. The school provided me with a platform and acted as a base to start my career. I consider Dr. Chatterjee & Sheri Sekel as my mentor. My first job role was at Goodman as an outreach officer for special projects. I later went on to work at Brock University for almost 3 years.

5. What was the biggest transitional issue you faced when you started your career here in Canada?

While taking up a task, make decisions and take actions that align with goals of your department/company, this will give you recognition. Always embrace the culture of the company, don't let your pre conceived stop you, imagine and unlearn when necessary. Make sure to frame your attitude to company's culture and follow along.

6. Tips to balance between social and professional life

My mantra is never to separate social and professional life. It is very important to intertwine these two components and make it one. For instance, I respond to a work-related email on a weekend which saves me time and increases my efficiency. It is fundamental to be passionate about your job that way you won't create a barrier between the two and can live life to the fullest.

7. What is the one advice you would like to give graduates during this time of recession?

Well, try to focus more on hard skills than soft skills. Don't give up and stay positive. The hard skills are easy to prove in an interview which may lead to a faster job opportunity.

8. How do you see the field you are in evolving in next 5 years?

I believe there will be a transition from analyzing data in an ad-hoc basis to the democratization of data which means data will be readily available to a wide array of business users across the organization and analytics will be provided as a service within the industry. Also many decision points will be automated by intelligent systems.

9. Are you confident that your field can be a substantial jobs generator – or will it remain a niche area with limited employment potential?

It will be a substantial job generator. I foresee that operations, analytics, technology and IT systems will meet a convergence point. People with an understanding of OR, mathematics, computer science and knowledge of business operation methods will be at an advantage.

10. Since you have a stellar professional record – can you describe a few of the demands of your field, and what enabled you to rise through the ranks so well in your field?

There is no secret sauce, it works differently for different people. My advice is “get a thorough understanding of your field, not just of the current job but the ability to foresee the future of the industry”. You can earn this knowledge by being part of the industry association, communicating with vendors, academic institutions and overall understanding of your organization's goal. Try to be tenacious, and be comfortable in taking a risk by gaining prior knowledge, ‘calculated risks’.

11. What would you say is the most important decisions and choices you made that allowed you to grow in this field?

In terms of choices, I have always valued the importance of academic education. I prefer learning new subjects/areas this helps me at decision making. I have made bold decisions but risky to move across the industry, new jobs with new challenges all these helped me to solve critical problems and increase my horizon of Data analytics landscape

12. What would you suggest as key changes and emphasis in the curriculum for the MBA program (not only at Brock, but in general) to successfully graduate students in your field/discipline)?

Important to have a capstone component in the curriculum. A graded project through an industry partnership that is based on a real-world problem. This will help the student to implement the knowledge learned in course work and use it in a practical sense that will be impactful.

13. What is the most important advice you think a current business student can receive from you if s/he is aiming for a career in the intersection of technology and business?

Try to learn the technology on your own instead of relying on school. School provides a holistic view of the content but students have to identify the area they are interested in and learn the technology through online sources. This learning also establishes a good balance of hard & soft skills.

14. How important is the training in basic quantitative techniques, including statistics, probability and other decision science disciplines in shaping a career in ML/AI/Analytics?

Extremely important! Students need to know how the software operates and not just coding the program and executing the answer. It is

important to understand the statistical, mathematical and quantitative concept to optimize the algorithm which will give the result by customizing the problem. Algorithms are like commodities to make the real impact one needs to customize/optimize it for their use cases.

15. How important it is to be trained in IT/Comps fields relative to quants areas?

Very important. IT and quant area will be converge. It has already begun. For instance, cloud technologies are a good reflection of it. It is a very important concept to have, deep knowledge enterprise. IT is critical for all large industries.

16. How and where do you think a Brock graduate should start her/his career search and choices that best aligns with her/his needs?

Start your career choice on the first day of your MBA program. MBA is a holistic program, you can have multiple career path from your MBA program alone. Identify the area of interest and start building your network from the very beginning of the program. This will give you more insight on the career you are aiming for.

17. Would you agree that the international students, owing to a combination of issues ranging from cultural to immigration technicalities, have to overcome a steeper hurdle to gain career success in Canada?

Immigration formalities, cultural differences, weather conditions are challenges all international student face. Off course these hurdles need time to get sorted but none of them are show stopper. Canada is a country where immigrant and immigration are welcomed. International student take up the challenge of

facing these hurdles even before entering the country but these factors should not be the reason for slow career growth. None of them is a major hindrance. In fact there are hundreds of international students who make the mark every year.

18. Are there any advice specific to international student that you have?

Don't think as an international student you lack in any aspect, this will deter your confidence. Equally be aware that you have to put more efforts to stabilize yourself. Example visa, immigration, housing, and transportation you have to learn how to fetch these services. Focus on the long term goal not short term gain. Once you stabilize help others!

~ Interviewed by **Tania Pinto**



Thirteen Full Moons

Note – I had a vague idea of the theme for the poem that I wanted to write for this edition and I knew it would be centered around moons. So, I decided to do some research, and just when I thought 2020 couldn't get any freakier, I found out that it happens to be one of those rare years with 13 full moons instead of just the usual 12, and that the extra thirteenth moon is actually called a Blue Moon. And what is even spookier is the fact that this Blue Moon falls on the night of Halloween as October is the month of two full moons this year. I hope you learned something new today about dear old 2020 and its upcoming spookier than usual, Halloween

They stared at the first moon
 Hopeful of good fortune
 Smiles that of joy and mirth
A hundred thousand diamonds worth

They stared at the second moon
On a world poised to shatter soon
Distracted so by the cosmic arrows
They overlooked the creeping shadows

They stared at the third moon
From their crumbling cocoon
Feet chasing fruit fly dreams
Spurred on by angel beams

They stared at the fourth moon
Raving like a masked loon
Charging ahead with unfurled wings
They fell upon dark thorny rings

They stared at the fifth moon
With wrath of the fiery noon
 Eyes filled with disbelief
 A future far from relief

They stared at the sixth moon
So unlike the usual June
Shutters falling down as grenades
They bid farewell to comrades

They stared at the seventh moon
 Among the pages strewn
Breath fogging on the windows
Screaming loud into the pillows

They stared at the eighth moon
Dancing to the tedious tune
Sick of solitary horrors
They broke the surrounding mirrors

They stared at the ninth moon
Frail and swaying into a swoon
 Fists clenched at the injustice
Gnashing teeth in a crimson kiss

They'll stare at the tenth moon
And the queer ol' Blue Moon
Days rife with inaction
They'll search for yet another distraction

They'll stare at the twelfth and thirteenth moons
 Ending the year of endless dunes
Will there be lights and late boons
Or some miracles, oh sacred runes

~ Bhavishya Naidu



~ Vandhana
Parthasarathy

Machine Learning

**A reason why tomorrow is bigger
than today!**

The world is full of open data that when handled and segregated at the right tone can result in wonders. The wiser army today is making use of these data to their advantage and are growing indefinitely. But what gives them the time and intelligence to handle millions and millions of data? Why are they motivated to do so? And what does that bring to the future?

Let's talk about this in

detail and understand why there is a hype for Machine Learning (ML) from any direction we see. There is an enormous amount of data, be it in terms of music composed, movies made, news published, websites surfed, or photos shot every day, that is all bubbled up in the cloud, open to access, and available to any common man as open-source. We, humans, lack the competence to remember, handle, and process these actions, so we use machines to support us to reduce our burden. Moving to the next stage, we now started teaching machines to learn, understand, and think like humans. Any tech company we see, or any advertisement we skip, we might at a minimum once in a day come

across words like Machine Learning, Artificial Intelligence, Deep Learning, etc. but the fact is that we experience these technologies more than just once each day. From Facebook to Netflix, from Amazon to YouTube, everywhere we see things that grasp our attention and attract our interest. I get this question at times,

**“COMPUTERS are able to see, hear, and LEARN.
Welcome to the FUTURE”**

~ Dave Waters

how is that even possible, is there anyone tracking

my actions and customizing recommendations based on my priority? Of course, YES, but it is not "someone", it is "something" that is tracking and learning about each one of us and our behavior each day. And this is the reason why the whole World now, or at least in near future, depends on ML. Like how humans can learn based on their past experiences and act better over time, the machines are also thought through a process where several sample data having a specific label are fed and made familiar to the system. It is simple like teaching a child the difference between a cat and a dog. If we are planning to teach a child about how to identify a cat, we show a picture in a textbook,

we can show the real cat in the neighborhood, or in a random advertisement, the familiar the child gets with the image the less mistake he tends to make. Likewise, a machine is fed with thousands of sample data with the label 'Cat' and processed (more the number of sample data we feed the better is the outcome). After data is fed, the machine is tested with image recognition, again based on the result that the machine gives, it relearns like a child, again and again. Over time, machines are trained similarly to create their set rules that in turn is used to predict the outcomes and perform efficiently. There are several technical terms people might coin to these processes but the way it functions is much like a learning child in my understanding. As we know these machines process faster and more accurately than humans so does their learning progress; the complexity of information we feed, and the result we achieve are much faster than a child and that will be our only contrast. Besides, the correctness of the result greatly depends on the number of input data we give as the sample to the machine and the number of test results that are sent back as feedback to the machine as a continuous iteration. Like how when the child spots a cat correctly is appreciated or rewarded, while when made mistakes is corrected, the

machine greatly learns a lot from the real-time data and keeps updating itself over time and experience. This concept today is implemented in most of the social media websites, mobile phone software, gaming features, advertisements, and lots more. We see Facebook suggests you a friend, asks you to tag a friend in a photo or Netflix suggests you what to watch next, we use speech to text conversion in day-to-day texting, or we ask Siri or Alexa to set an alarm, call a friend or even search an answer to your question. You can also think of other business applications like autopiloting, chatbot features, and all the way to Google's AlphaZero, every innovation in recent days, is aspired as a branch of Artificial Intelligence touching upon ML. All of these applications are making us use ML and train them as an anonymous input, from our feedback it gets better and better each day, and this is the answer to the question that we were all curious about, why is that everyone is so motivated and hyping about ML. That is just a pinch of what ML is all about, there is tons and tons of information about ML, which only another machine will be able to learn and understand. But it is always better to know this pinch of information and keep ourselves updated. Also, do ask Google more about this, it can help you better than what I did try to!!!



Gaming Industry During The Pandemic

~ Manjit Hari

Outdoor activities took a complete knockout during the COVID-19 crisis and this was a great opportunity for the gaming industry. They took advantage of this to get users hooked onto their gaming sites and networks which included subscriptions ranging from \$5 a year to \$200 a year. These include mobile games like Pokemo-

nGo, Fortnite, Minecraft etc. The other platforms like the PlayStation did not hold back as well. With subscription packages for PlayStation Plus selling at a discount as well as offering free games for its users, Sony took this pandemic and turned it into one of its greatest selling seasons yet. One of the subscriptions I



Source:<https://www.playstation.com/en-ca/ps5/>

have personally bought is the PlayStation Plus which offers its user access to the PSN network which comes with certain privileges. These privileges include online gaming, free games every month as well as purchasing games directly on their network. PSN offered games like Uncharted 4: A Thief's End, Call of Duty: WWII, Star Wars Battlefront 2, Rise of Tomb Rider, NBA 2K20, Street Fighter V for free to their PlayStation Plus subscribers.

Sony (1) announced that the PlayStation revenue was \$5.65 billion which was 36 percent higher than the same period for the first quarter last year and the highest for any April-June quarter in PlayStation history. Additionally, Sony sold more than 112 million PS4 consoles worldwide with nearly 45 million PlayStation Plus subscribers. The company says that despite the slight hitch caused to its supply chain by the pandemic, it is preparing to launch the PlayStation 5 this November with ongoing pre bookings. Sony has decided to price the new PS5 at \$499.99 for the standard edition and \$399.99 for the Digital Edition. These prices are considerably lower, and Sony has decided to take a lower margin on these new consoles.

Reportedly Sony has upped their production goals for its PS5 consoles by 50 percent, with the goal to manufacture more than 10 million consoles by the end of this year. Another game which evolved quickly in response to the pandemic was PokemonGo. The main goal of PokemonGo was to drive their users to explore outdoors, help players exercise, and encourage social interaction. All the mentioned goals would increase the spread of COVID-19 which caused a massive wrench into the game's development plans. Taking this up as a challenge the development team decided to make changes to their games to retain their games community. According to Bryant Francis(2) , a writer and community manager for Gamasutra, the core challenge of developing COVID-friendly game mechanics was to address three questions: "How could we keep the integrity and stability of a game meant to send players outside in large groups, and make it function when trainers can't leave their homes? What did it mean to play PokemonGo when I couldn't leave my house? How could I stay connected with my friends and family even if I couldn't physically be with them?"





Recipes



Crème Brûlée

Serves: 1; Prep Time: 15 Min; Cook Time: 35 Min

Ingredients

- Whipping cream (35%): 70ml
- Milk: 35ml
- Egg yolks: one
- Granulated sugar: 10g
- Vanilla extract: 5ml
- Granulated sugar, for caramelizing: 5g

Instructions

- Preheat the oven to 325 °F
- Place the cream, milk, vanilla extract into a medium saucepan set over medium-high heat and bring to a boil. Remove from the heat, cover and allow to sit for 10 minutes.
- In a medium bowl, whisk together sugar and the egg yolks until well blended and it just starts to lighten in color. Add the cream a little at a time, stirring continuously.
- Pour the liquid into ramekins. Place the ramekins into a large cake pan or roasting pan. Pour enough hot water into the pan to come halfway up the sides of the ramekins.



- Bake just until the creme brulee is set, but still trembling in the center, approximately 30 to 35 minutes.
- Remove the ramekins from the roasting pan and refrigerate for at least 2 hours. Spread sugar evenly on top. Using a torch, melt the sugar and form a crispy top. Sit for 2 minutes to cool down.



~ Weijing Tang

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MATTERS.**

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