

Brief Program Description

This program focuses student learning in the area of Business Communication. This mix of competency and outcomes based learning, the student will gain skills, experience and attitudes through individual and team based instruction. Students will be lead by instructors with real-world experience who provide coaching and mentoring to integrate those skills and attitudes from the learning in the classroom into daily use. Building on a base of Canadian business best practices in sales and marketing, the student will learn how to use various forms of communication to efficiently and effectively deliver and execute a variety of business sales and marketing requirements. Armed with practical experience from role-playing and continual classroom practice, the student will have developed the confidence in using communication platforms and vehicles for delivering messages, enhancing customer satisfaction, generating sales, growing an existing customer base, and supporting other teams within a business.

Co-Op Placement Opportunities

- *After sales service support staff*
- *Customer Support in hotels, restaurants or call center*
- *Customer service agent*
- *Sales demonstrator*

Post Program Career Occupation

- *After sales service support leader*
- *Head of Customer support in hotels, restaurants or call center*
- *Sales person*
- *Customer service leader or supervisor*
- *Marketing Assistant*

Admission Requirements

- *International students **must** complete high school or be a matured student 18 years and above.*
- *International students must reach an IELTS 5.5 or equivalent or complete VGC level 5 intermediate program or pass VGC Placement test.*
- *Domestic students must complete high school.*

Learning Objectives

Upon completion of this program the successful student will have reliably demonstrated the ability to:

- *Recall and generalize broad information about Canadian business best practices.*

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- *Prepare and execute various customer service and marketing communication strategies.*
- *Conduct and demonstrate communication best practices in customer service.*
- *Formulate, analyze, quantify customer data.*
- *Demonstrate the use of various communication platforms both traditional and online.*
- *Prepare and demonstrate the execution of efficient and effective communication skills using various communication vehicles.*
- *Recall and demonstrate basic business financial calculations.*
- *Demonstrate job search skills including creation of job application documents with Microsoft Office™*
- *Demonstrate effective business writing and business presentations*

Method(s) of Evaluation

- *In-class quizzes*
- *In-class mid terms*
- *In-class individual and team presentations*
- *In-class final examination in each course*
- *Participation and attendance*

Completion Requirements

Student must attain and maintain an 80% attendance in each course, achieve a minimum of 70% in each course, and must complete 80% of their Co-Op hours to graduate.

Program Duration

- *Instructional hours: 540 hours*
- *Co-Op: 540 hours*
- *Length of program 12 months*

Homework Hours

- *Students can expect minimum of 250 hours from the program.*

Delivery Method(s)

In-class instruction

Required course materials

Textbooks:

1. *Business Essentials 8E - Pearson*
2. *Customer Service: Career Success Through Customer Loyalty*
3. *Impact A Guide to Business Comm 9E - Pearson*
4. *Contemporary Business Mathematics 11/E*

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5. *Developing Leadership Abilities 2/E*
6. *Guide to Presentations 4E – Pearson*
7. *Your Office: Getting Started with Business Comm*

Computer laptop or Notebook, Microsoft Office 2013 (minimum),
WiFi and Internet ready

Program Organization

Title of Course/Work Experience Component	# of Hours
Business Presentation and Practices	80 Hours
Applied Leadership in the Workplace	80 Hours
Communications for Customer Satisfaction and Excellence	80 Hours
Practical Business Calculations	80 Hours
Business Communication Essentials	80 Hours
Introduction to Canadian Business Management	80 Hours
Job Search	20 hours
Capstone	40 hours
Co-Op (22.50 hours/week x 24 weeks)	540 hours
Total Program Hours	1080 hours

Brief Course Description	<p><i>The course introduces the student to employment search strategies. The strategies include job searching, understanding your strengths and weaknesses, building your professional image and researching employment opportunities. The student will use Microsoft Office to create various employment application documents. The skills learned in this course will be valuable throughout the lifetime of the student.</i></p>
Course Prerequisites	<p>N/A.</p>
Learning Objectives	<p>Upon completion of this course the successful student will have reliably demonstrated the ability to:</p> <ul style="list-style-type: none">• <i>Demonstrate how to research employment opportunities.</i>• <i>Demonstrate how to build a professional image.</i>• <i>Plan, design and create an effective cover letter and professional resume.</i>• <i>Recall and describe the importance of the job interview</i>• <i>Demonstrate how to write various letters specific to the employment search.</i>• <i>Demonstrate business writing and presentation skills.</i>
Required course materials*	<p><i>Textbook: Your Office: Getting Started with Business Communication – Kinser, Kosharek</i> <i>ISBN – 10: 0134480945</i> <i>ISBN -13: 9780134480947</i> <i>Pearson</i></p> <p><i>Chapter 2 – Applying Employment Search Strategies</i></p> <p><i>Equipment: Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready</i></p>
Course Duration	<ul style="list-style-type: none">• <i>Length of course 16 hours (4 hours x 4 weeks)</i>
Homework Hours	<ul style="list-style-type: none">• <i>Students can expect 20-30 hours of self study</i>
Delivery Methods	<p><input checked="" type="checkbox"/> <i>In-class instruction</i></p>
Teaching Methods	<ul style="list-style-type: none">• <i>Classroom Instructor Lead: 4 hours</i>• <i>Supervised Group Work/Project Work: 8 hours</i>• <i>Student Presentations: 4 hours</i>• <i>Self study (homework): 10-20 hours</i>

Method(s) of Student Evaluation

- *Assignments 4 x 15% = 60%*
- *Presentation and Written assignment 1 x 30% = 30%*
- *Participation 1 x 10%*
- *Total: 100%*

Completion Requirements

- *Student must achieve a final mark of 60% for student evaluation*
- *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Researching employment opportunities
2	Creating your professional image, Cover Letters and Resume
3	Job Interview, Job interview role play
4	Other letters

Brief Course Description

The course is an opportunity for the student to reflect on the learnings of the diploma program and the practical job experience gained through either the co-op or the practicum. The student will be preparing and giving a final presentation to a panel demonstrating how the learnings and the application of those learning has prepared him for success in his co-op or practicum. The student will also be preparing and writing at 5 page paper on his work experience, learnings from the courses and how the learnings readied the student for the work experience.

Course Prerequisites

N/A.

Learning Objectives

Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Recall and describe the co-op or practicum experience.*
- *Analyze the work experience and how the classroom learnings have prepared the student for the work place.*
- *Plan, create, deliver a final presentation using Powerpoint™ or other presentation software to a panel audience*
- *Plan and write a minimum five (5) page paper on the work experience and how the learnings from each class in the program has assisted in preparing the student for the Co-op or Practicum.*
- *Demonstrate business writing and presentation skills.*

Required course materials

Textbook: N/A

Equipment: Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

Course Duration

- *Length of course 45 hours (22.5 hours x 2 weeks)*

Homework Hours

- *Students can expect 10-20 hours of self study*

Delivery Methods

In-class instruction

Teaching Methods

- *Classroom Instructor Lead: 2 hours*
- *Demonstration: 1 hours*
- *Project: 42 Hours*
- *Self study (homework): 20-30 hours*

Method(s) of Student Evaluation

- *Presentation and 1 x 55% = 55%*
- *Written assignment 1 x 35% = 35%*
- *Participation 1 x 10%*
- *Total: 100%*

Completion Requirements

- *Student must achieve a final mark of 60% for student evaluation*
- *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Review of the capstone project
2	Student Presentation