



### PROGRAM INFORMATION

**Monday to Thursday** - 8:45am to 1:50pm

**Friday** - 8:45am to 11:45am

*Class start and end times may vary as schedules will be modified to accommodate Canadian holidays.*

### DURATION

80 hours of instruction for each certificate.  
4 weeks in duration for each certificate.

### ENTRY REQUIREMENTS

- 18 years old, or complete High School
- Reach an IELTS 5.5(academic) or TOEFL 70 or equivalent or achieve a VGC level 6 Upper Intermediate or pass the VGC placement test
- Pass VGC Assessment Interview

### SUMMER/WINTER PROGRAMS

#### 2019 Summer/Winter Programs

- **Business Presentations and Practices**  
– July 2nd, December 30th
- **Marketing Essentials**  
– December 30th
- **Applied Leadership in the Workplace**  
– July 29th

#### 2020 Summer/Winter Programs

- **Business Presentations and Practices**  
– June 29th
- **Marketing Essentials**  
– June 29th
- **Applied Leadership in the Workplace**  
– January 27th, July 27th

### FEES

Registration fee:	\$150
<i>Unless already registered as a VGC student.</i>	
Tuition Fee:	\$1485/program
Material Fee:	\$40/program
Textbook Fee:	\$75/program
Administrative Fee:	\$20
Assessment Fee:	\$70

\*All fees are in Canadian dollars.

## BUSINESS CERTIFICATE PROGRAMS

### Communication for Customer Satisfaction and Excellence

In this course, the student learns how to provide exceptional customer service for any organization. The student will gain concepts on customer service across a range of channels including face-to-face, over the phone, and online applications. They will learn how to handle a range of customer behaviours. Students will be able to apply these practical concepts to help differentiate any organization.

**START DATES:** 2019 February 25th, August 26th      2020 February 24th, August 24th

### Practical Business Calculations

Students will learn about business mathematics that are used in everyday businesses. The skills learned in this course will serve the student well in any business role as well as in their personal financial life.

**START DATES:** 2019 April 1st, September 30th      2020 March 30th, September 28th

### Business Communication Essentials

This course prepares the students in both technical skills and soft skills for effective business communications. With the aid of technical tools and role-playing, the students will learn a variety of business writing frameworks that will help any organization communicate with clarity, sensitivity and efficiency in today's demanding business world.

**START DATES:** 2019 April 29th, October 28th      2020 April 27th, October 26th

### Introduction to Canadian Business Management

Students will learn about the nature of Canadian business best practices. The course will provide the theory and practical knowledge for students to understand how Canadian businesses operate, plan, strategize, organize, develop and control.

**START DATES:** 2019 May 27th, November 25th      2020 May 25th, November 23rd

### Business Presentations and Practices

This course provides hands-on experience on how to create exceptional business presentations using various presentation software and deliver the presentations to the class with confidence. The students will deliver over multiple presentations over the 4 weeks and will get daily constructive feedback from both the instructor and fellow students.

**START DATES:** 2019 July 2nd, December 30th      2020 June 29th



## Applied Leadership in the Workplace

This course provides an overview of theories in applied leadership in the workplace as it relates to managing customer relations. The students learn about themselves to determine his or her own leadership style. Through the study of leadership styles of historical and current business leaders, the student will learn various approaches to different customer management situations. Through role-play and case studies, the student will be able to practice and develop their leadership style.

**START DATES:** 2019 July 29th

2020 January 27th, July 27th

## Practical Sales Techniques

In this course, the students learn the essentials of how to be a sales person and on how to develop a personal sales approach. The students will learn about the opportunities in sales in this age of "information and technology". The students will get practical experience on how to develop person-to-person relationship strategies using communication and buyers psychology.

**START DATES:** 2019 August 26th

2020 February 24th, August 24th

## Principles of Managing Customer Relationships

In this course, the students will learn the fundamentals of Customer Relationship Management. From a sales and selling perspective, the students will learn the principles of customer acquisition, customer engagement and developing long-term customer relationships. These skills can be applied to assist an organization's customers for the purpose of growth and profit.

**START DATES:** 2019 October 28th

2020 April 27th, October 26th

## Marketing Essentials

Students learn the essentials of marketing for customers and clients. This course provides a general overview of marketing with a focus on specific job skills in a typical marketing lifecycle, selling, customer relationships and communication.

**START DATES:** 2019 December 30th

2020 June 29th

WEEKLY SCHEDULE		
MONDAY - THURSDAY		FRIDAY
8:45 AM - 11:45 AM	Business Class	
11:45 AM - 12:30 PM	Lunch	No Class
12:30 PM - 1:50 PM	Business Class	
2:05 PM - 3:25 PM	<b>Afternoon Plus*</b> *Students have an option of taking an afternoon English language class (Afternoon Plus) for an additional fee. Please check our website for details and pricing. <ul style="list-style-type: none"> <li>• Job Search</li> <li>• Speaking and Error Correction Plus</li> <li>• Pronunciation Plus</li> <li>• Academic Preparation Plus</li> <li>• Grammar Plus</li> <li>• Business English Certificate Program</li> </ul>	No Class