

**Brief Program Description**

This course aims to build students' competence and confidence in all aspects of their communicative skills. The core learning objectives provide the students with the communicative competency they need in order to effectively develop their professional portfolio for the Canadian and worldwide job market.

Through a structured course focussing on outcome-based learning, students will develop their practical communication skills and learn how to directly apply these to a wide range of situations which will enable them to be successful in the various different areas of the business and professional world. This course will also equip them with the skills they need to succeed should they choose to continue their professional development at a North American educational institution.

The co-op portion of the course will allow students the chance to apply these communication strategies on a regular basis and see how having effective communication skills enables them to succeed in the workplace.

**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\*  
(if applicable)**

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

**Admission Requirements**

*International Students must:*

- *Complete High School or be a mature student of 18 years and older*
- *Reach an IELTS 5.0 (Academic), TOEFL 60 or equivalent, or achieve a VGC Level 5 Intermediate or pass VGC Placement test*
- *Pass an admissions interview*

*Domestic Students must:*

- *Complete High School*
- *Pass an admissions interview*

**Learning Objectives\***

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

- *Conduct and demonstrate communication best practices for various professional settings.*
- *Conduct quantitative research, analyze data and discuss findings in a business setting*
- *Understand cultural communication differences and adapt their communicative style accordingly*
- *Demonstrate the use of various communication platforms both traditional (presentations, papers) and online (email, zoom, shared files eg. Google Drive)*
- *Prepare and demonstrate the execution of efficient and effective communication skills using specific channels of communication such as specific websites, TV channels etc.*
- *Prepare discussions, debates, presentations and papers appropriate for both professional and academic settings*
- *Develop critical thinking and analytical skills*
- *Demonstrate job search skills including creation of job application documents with Microsoft Office™*
- *Demonstrate effective business writing and business presentations*
- *Have confidence to work with and lead small groups and run meetings*
- *Understand their leadership skills and their practical application*
- *Understand customer appreciation and expectations and their importance*
- *Apply for and achieve employment*
- *Use the skills learned on the course to be a valued employee*

**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: 1020 hours*
- *Co-Op: 1020 hours*
- *Length of program 2040 hours over 104 weeks (2 years)*

**Homework Hours**

- *Students can expect minimum of 480 hours from the program.*

**Delivery Method(s)**

*Indicate how the program is delivered*

- In-class instruction*
- Online Self-study*
- Supervised Group Work*
- Distance education*
- Combined delivery (both in-class and distance)*

**Required course materials**

**Textbooks for Compulsory Courses:**

- Wood, Julia T. (2016) *Interpersonal Communication: Everyday Encounters (9<sup>th</sup> Ed.)* Cengage, Boston.
- Varner, I. & Beamer, L. (2011) *Intercultural Communication in the Global Workplace (5<sup>th</sup> Ed)* McGraw-Hill, New York.
- Bell, A. & Smith, D. (2009) *Developing Leadership Abilities (2<sup>nd</sup> Ed)* Pearson
- Northey, M. & Seijts, J. (2017) *Impact: A Guide to Business Communication (9<sup>th</sup> Ed)* Pearson Canada
- Russell, L. & Munter, M. *Guide to Presentations (4<sup>th</sup> Ed)* Pearson

**Textbooks for Elective Courses:**

- Timm, P (2013) *Customer Service: Career Success Through Customer Loyalty (6<sup>th</sup> Ed.)* Pearson
- Ebert R, Griffin W et al (2016) *Business Essentials (8<sup>th</sup> Ed.)* Pearson Canada
- Hummelbrunner, Halliday, Hassanlou, & Coombs (2017) *Contemporary Business Mathematics with Canadian Applications (11<sup>th</sup> Ed)* Pearson Canada
- Armstrong, Kotler Trifts, Buchwitz (2016) *Marketing: An Introduction (6<sup>th</sup> Ed)* Pearson Canada
- Manning, Ahearne, Reece, Mackenzie (2017) *Selling Today: Creating Customer Value (7<sup>th</sup> Ed.)* Pearson

**Program Organization**

*For programs with work experience component(s) list the number of hours of instruction for each work experience component of the program. List the work experience element in the order in which it is provided along with the other courses in the program.*

<b>Title of Course/Work Experience Component</b>	<b># of Hours</b>
Communications 100 *	160
Communications 200 *	160
Communications 300 *	160
Applied Leadership in the Workplace *	80
Business Communication Essentials *	80
Business Presentations and Practices *	80
Capstone Project *	40
Job Search *	20
Communication for Customer Satisfaction and Excellence	80
Communications 400	160
Introduction to Canadian Business Management	80
Practical Business Calculations	80
Marketing Essentials	80
Practical Sales Techniques	80
Principles of Managing Customer Relationships	80
Co-op*	1020
<b>Total</b>	<b>2040</b>

**The taught portion of this course is a total of 1020 hours. Please note, all modules marked \* are compulsory modules. The remaining 240 hours must be taken from the remaining choice of modules in order to successfully complete the course. Credit for Prior learning will be given and in some cases this may allow the student to bypass communications 100 & 200 and move straight to communications 200 or 300 depending on the extent of their prior learning/experience. In this case, the hours to make up the required 1020, must be taken from the other module options.**

**The Co-op portion of the course is an additional 1020 hours, making the total course length 2040 hours.**