

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.

Co-Op Placement Opportunities

N/A

**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*

Diploma in Applied Communications

- *Understand cultural communication differences and adapt their communicative style accordingly*
- *Demonstrate the use of various communication platforms both traditional (presentations, discussions, papers) and online (email, zoom, shared files eg. Googledrive)*
- *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, and achieve a minimum of 70% in each course.

Program Duration

- *Instructional hours: 1000 hours*
- *Length of program: 52 weeks (1 year)*

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 (9th Ed.)* Cengage.
- Varner, I. & Beamer, L. (2011) *Intercultural Communication in the Global Workplace (5th Ed)* McGraw-Hill.
- Bell, A. & Smith, D. (2009) *Developing Leadership Abilities (2nd Ed)* Pearson
- Northey, M. & Seijts, J. (2017) *Impact: A Guide to Business Communication (9th Ed)* Pearson Canada
- Russell, L. & Munter, M. *Guide to Presentations (4th Ed)* Pearson

Textbooks for Elective Courses:

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

| Title of Course/Work Experience Component | # of Hours |
|--|-------------------|
| 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 |
| Communication for Customer Satisfaction and Excellence | 80 |
| Introduction to Canadian Business Management | 80 |
| Practical Business Calculations | 80 |
| Marketing Essentials | 80 |
| Practical Sales Techniques | 80 |
| Principles of Managing Customer Relationships | 80 |
| Total | 1000 |

This course is a total of 1000 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.