

BUSINESS SEMINARS



Leadership



Entrepreneurship

How to create a successful Business



Marketing through Social Media

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

- 37 hours of instruction for each program
- 2 weeks in duration for each program

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 (only for international students)
- Pass VGC admissions interview

START DATES

These programs are offered as part of our Seminar Series during July and August as well as upon special request for groups throughout the year. Please refer to vgc.ca/start-dates for an overview.

For group quotes and custom start dates please contact marketing@vgc.ca

Please contact marketing@vgc.ca for fees.



Leadership

Throughout this course, students will develop an understanding of strong leadership and pick up the skills required to become a better leader. They gain this knowledge by studying real world cases of both successful and ineffective leaders to grasp the importance of having vision, and explore the various styles of leadership.

Course Overview

- Defining leadership - What makes a good leader?
- Leadership approaches and styles
- Establishing vision and mission
- Building the leadership skill set
- Self evaluation of leadership skills
- Presenting and critiquing leadership strategies



Entrepreneurship

How to create a successful Business

Discover the basics of entrepreneurship and find out what it takes to ensure the success of a business. Through case studies and lectures, students will understand the importance of industry analysis, writing a business plan and financing a new venture. By the end of the course, they will develop and present a new business, getting first-hand experience of taking a business idea to realization.

Course Overview

- Identifying opportunities and generating ideas
- Feasibility analysis
- Competitor analysis
- Examining various business models
- Financing and funding
- Components of a business plan
- Writing, presenting, and critiquing a business plan
- Designing a business model



Marketing through Social Media

Get a foundational understanding of the different social media platforms, the ability to identify and target specific audiences, and recognize the importance of how social media fits into the broader marketing strategy. Students will learn the importance of social media in marketing products and services, and by the end of this course, be able to present a social media strategy for a given product or service.

Course Overview

- Understanding the risks, threats, and opportunities in social media
- Social media psychology - Understanding the user
- Social media platforms and their use in business
- Developing and applying a social media marketing strategy
- Presenting and critiquing a social media strategy