

BUSINESS CERTIFICATE PROGRAMS

Practical Business Calculations

Students will learn about the practical business mathematics used in everyday businesses. The skills learned in this course will serve the student well both in their professional and personal financial life.

*It is recommended that students bring their own financial calculator for this course. For more information on calculator types and alternative options please refer to the Course Outline on the VGC website.

Business Presentations and Practices

This course provides hands-on experience on how to create exceptional business presentations using a variety of software. Students will deliver multiple presentations over the course of 4 weeks to build their confidence. Daily constructive feedback from both the instructor and fellow students will be given.

Business Communications 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.

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 their own leadership style. Through studying the leadership styles of historical and current business leaders, students will learn various approaches to managing customers in diverse situations.

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
- 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 (only for international students)
- Pass VGC admissions interview

START DATES

Please refer to vgc.ca/start-dates for an overview.

Please contact marketing@vgc.ca for fees.



Communication for Customer Satisfaction and Excellence

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

Practical Sales Techniques

In this course, the students learn the essentials of how to be a salesperson and how to develop a personal sales approach. The students will learn about the opportunities in sales in the age of information and technology. They will get practical experience on how to develop professional relationships with their clients using communication and buyer psychology.

Principal of Managing Customer Relationships

In this course, the students will learn the fundamentals of Customer Relationship Management. From a sales and selling perspective, they will learn the principles of customer acquisition, customer engagement and developing long-term customer relationships.

Marketing Essentials

Students learn essentials of marketing for customers and clients. This course provides a general overview of marketing with a focus on specific skills needed in a typical marketing lifecycle, including sales, customer relationship building and communication.

Introduction to Canadian Business Management

Students will gain an understanding of the best practices used by Canadian businesses. This course will provide the theory and practical knowledge to understand how businesses operate, strategize, structure, develop and manage their companies.