

Diploma in **BUSINESS COMMUNICATIONS**

Diploma
6
MONTHS

Diploma
with Co-Op
1
YEAR

For a business to succeed, it needs effective communication. VGC's **Diploma in Business Communication** teaches students the various forms of communication they will need to efficiently and effectively deliver and execute a variety of business and sales requirements:

- Gain skills and experience through individual and team-based instruction
- Build on your knowledge base of sales and marketing best practices from leading Canadian businesses
- Apply the theories you've learned to a workplace setting via a 6-month **Co-Op program**, or choose the diploma program only

CO-OP WORK EXPERIENCE

The paid Co-Op work experience is an important part of this program. It allows students to apply their classroom lessons in a variety of real-world work settings. It is designed to let the student experience a Canadian work environment that supports the learning objectives of their class.

Over the course of the academic program, Co-Op students will take a four-week Job Search course. It will help them with researching employment opportunities, understanding their own strengths and weaknesses and building a professional image.

Students will work with a Co-Op Coordinator to find suitable work opportunities and be assisted to successfully complete their Co-Op program. Following the completion of the Co-Op portion, each student will complete a two-week Capstone project to finish their diploma program.

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

Diploma:

520 hours of instruction over 26 weeks (6 months)+ 2 weeks of Capstone

Diploma with Co-Op:

540 hours of instruction + 540 hours of Co-Op, 50 weeks in duration (24 weeks of academic study + 24 weeks of Co-Op + 2 weeks of Capstone)

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

Students can start every 4 weeks.

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

Please contact marketing@vgc.ca for fees.



COURSE OVERVIEW – ACADEMIC STUDY

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.

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.

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 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.
- Monday to Thursday – 8:45am to 1:50pm

*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 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.

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.



OVERVIEW – CO-OP PORTION

Job Search Afternoon Class (4-week course during academic study period)

This four-week, afternoon class introduces the students to employment search strategies, including understanding their strengths and weaknesses, building their professional image and researching job opportunities. It is an important part of the Co-Op program and prepares students with the interview skills, resume and cover letters to find successful employment.

Co-Op Work Experience

The six-month paid Co-Op gives students work experience in the Canadian workplace. It allows the students to see first-hand how the theoretical lessons of the program play out in a real work situation. Students will be able to apply their learning and then complete reports about their experience.

Two weeks of Capstone: Co-Op Review, Project Work and Graduation

After the Co-Op has ended, students return to VGC to complete a project that reflects on their experience and the outcomes of their course. Through this two-week final project, the students will present their findings and lessons learned from theory to the workplace.