

Brief Program Description

This program focuses student learning in the area of Business Communication. With a mix of competency and outcomes-based learning, the student will gain skills, experience, and attitudes through individual and team-based instruction. Students will be led by instructors with real-world experience. They provide coaching and mentoring and will integrate those skills and attitudes from the learning in the classroom into daily use. Building on a base of Canadian business best practices in sales and marketing, the student will learn how to use various forms of communication to efficiently and effectively deliver and execute a variety of business sales and marketing requirements. Armed with practical experience from role-playing and continual classroom practice, the student will have developed the confidence in using communication platforms and vehicles for delivering messages, enhancing customer satisfaction, generating sales, growing an existing customer base, and supporting other teams within a business.

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*
- *Marketing Assistant*

Admission Requirements

International Students must:

- *Complete high school or be a mature student of 18 years and older.*

Domestic Students must:

- *Complete high school*

All students must meet the following language requirements:

- *Completion of grades 9-11, including English 11 with a grade of 'C' or higher from a country where English is one of the principal languages, **OR***
- *Completion of 2 years of full-time post-secondary education at an accredited institution (not including language development courses) where English is the language of instruction in a country where English is one of the principal languages, **OR***
- *Successful completion of VGC's Intermediate University Preparation program, **OR***
- *Reach an IELTS 5.5 (academic), or have one of the equivalent tests listed below:*
 - *TOEFL iBT: 46, CAEL: 40, CELPIP: L&S 6, R&W 5, Duolingo English Test (DET): 95, Pearson Test of English (PTE) Academic: 43, Cambridge FCE: 160 or*

Program Outline

Executive Certificate in Business Communications

Grade C, Cambridge Linguaskill: B2, LANGUAGECERT

Academic: B2, The Michigan English Test (MET): B2,

iTEP Academic: 3.5, Eiken: Grade Pre-1

****Test results must be dated no more than two (2) years before the start date of the program****

Learning Objectives

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

- *Recall and generalize broad information about Canadian business best practices.*
- *Prepare and execute various customer service and marketing communication strategies.*
- *Conduct and demonstrate communication best practices in customer service.*
- *Formulate, analyze, and quantify customer data.*
- *Demonstrate the use of various communication platforms both traditional and online.*
- *Prepare and demonstrate the execution of efficient and effective communication skills using various communication vehicles.*
- *Recall and demonstrate basic business financial calculations.*
- *Demonstrate job search skills including creation of job application documents with Microsoft Office™*
- *Demonstrate effective business writing and business presentations.*

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.

Program Duration

- *Instructional hours: 520 hours*
- *Length of program: 26 weeks*

Homework Hours

- *Students can expect minimum of 250 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:

1. *Business Essentials 8E - Pearson*
2. *Customer Service: Career Success Through Customer Loyalty*
3. *Impact A Guide to Business Comm 9E – Pearson*
4. *Contemporary Business Mathematics 11/E*
5. *Developing Leadership Abilities 2/E*
6. *Guide to Presentations 4E – Pearson*
7. *Your Office: Getting Started with Business Comm*

Computer laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

For the Practical Business Calculations course, It is strongly recommended that students purchase the Texas Instrument BAii Plus Calculator before starting the course. As an alternative, students can also purchase the BA Finance Plus app on Android or Apple smartphones.

Program Organization

Title of Course/Work Experience Component *	# of Hours
Business Presentation and Practices	80 Hours
Applied Leadership in the Workplace	80 Hours
Communications for Customer Satisfaction and Excellence	80 Hours
Practical Business Calculations	80 Hours
Business Communication Essentials	80 Hours
Introduction to Canadian Business Management	80 Hours
Capstone	40 Hours
Total Program Hours	520 Hours